

Lesson Plan**Subject: Basic Accounting****Session: July-Dec****Class: BBA- I Sem**

I: Objective of course: To familiarize and develop an understanding of accounting concepts for effective recording of business operations of an entry with special reference to corporate form of business organization.

II: Examination: The faculty member will award internal marks out of 20(10 for tests 10 and 10 for project).The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will have 3 theory questions out of which students will be required to attempt any 2 questions. Sections B carrying 60 marks will contain five practical/numerical problems, out of which a candidate is required to attempt any three.

III: Course Outcomes (CO)

CO1 To acquaint student with the basic accounting concepts.

CO2 To impart effective methodology to record business operation of an entity.

CO3 Demonstrate critical thinking skill to analyze financial statements of an enterprise.

CO4 Develop the ability to communicate accounting data effectively.

IV:PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2						
CO 2				3	2			
CO 3				1			3	
CO 4			3		3			1

V: Session Plan

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Purpose of Accounting	Purpose of accounting & its place in business, Limitations	B.N: 1, B.N: 3
2			Relationship with other financial areas	
3			Advantages & Importance	
CO:1				
LO: Develop systematic and scientific understanding of accounting and its scope.				
4	2	Basic accounting concepts and conventions	Money measurement concept, Entity concept, Going Concern concept	B.N: 3, B.N: 4
5			Cost concept, Dual aspect concept, Accrual Concept	
6			Conservatism, Materiality Concept	
7			Consistency concept and accounting conventions	
CO:2				
LO: Acquaintance with basic concept of Financial Accounting.				
8	3	Accounting structure	Process of Accounting	B.N:3, B.N:4, B.N: 11
9			Journal and types of entry	
10			Ledger	
11			Practical Questions	
12			Trial Balance	
13			Practical Questions	
14			Errors & their rectification based on double entry book keeping system	
15			Presentation	
CO:3				
LO: Methodology of recording business transaction in the framework of accounting structure.				
16	4	Bank Reconciliation	Concept of BRS	B.N: 3,

17		Statement	Reasons for differences between cash book & pass book	B.N:11
18			Numerical Questions	

CO:4**LO: Reconcile the accounting records of banking transactions with bank statements.****Assignment- Based on Numericals/Case Studies**

19	5	Preparation of Financial Statements	Form of Income Statement	B.N: 3, B.N:11
20			Preparation of Income Statement	
21			Numerical Questions	
22			Statement of Financial position	
23			Numerical Questions	
24			Adjustments	
25			Numerical Questions	

CO:2,3**LO: Develop skill to prepare and analyze final statements of the business .**

26	6	Accounting for Depreciation	Accounting for Depreciation	B.N:3 , B.N:5, B.N: 11
27			Its Importance in decision making	
28			Fixed installments methods	
29			Reducing Balance methods	

CO:3**LO: Application of AS-6 on assets to know their bookvalue.**

30	7	Preparation of final accounts	Preparation of final accounts of Joint Stock companies	B.N: 3
31			Overview of Indian and International Accounting Standards	
32			Presentation	

CO:2,3**LO: Overview of Indian and International Accounting standard of Joint stock Companies.****Assignment- Based on Numericals/Case Studies**

VI: Book References:

1. Agrawal, Srinivasan **Accounting Made Easy** 1e Tata McGraw Hill
2. Sudhindra Bhat **Management Accounting** Excel Books, New Delhi
3. S.P Gupta, **Basic Accounting**, Sahitya Bhawan Publications
4. S.N. Maheshwari, **Introduction to Accountancy**, Vikas Pub Edition, 2009
5. Nitin Balwani **Accounting and Finance for Managers**, Excel Books, New Delhi
6. N.Ramchandran, Kakani, **Financial Accounting for Management**, TMH, 2008
7. Jain & Jain **Accounting for Manager**, PathMaker, Bangalore
8. Paresh Shah, Basic Financial Accounting for Management, New Delhi, Oxford University Press, 2008.
9. Banerjee, Financial Accounting, PHI, 2009.
10. John Wild, Financial Accounting Information for Decisions, New Delhi, Tata-Mac Graw-Hill, 2008
11. S.N. Maheshwari and S. K. Maheshwari, A Text Book of Accounting for Management, New Delhi, Vikas Publishing House, 10th Edition, 2009
12. Louderback, Managerial Accounting 10th edition, Cengage Learning, India
13. S.K. Bhattacharyya, Accounting for Managers, Reprint 2009, Vikas Publishing House Pvt. Ltd.

VII: Notes:

1. There will be a individual assignment, presentations & group assignments.
2. Class test will be based on theoretical & practical aspect of the subject.
3. Class performance & discipline will be an important factor for assessing internal marks
4. The result of each tests/assignment will be declared within one week.
5. Late submission will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.

VIII Rubric for Internal Assessment**Subject: Basic Accounting****BBA I Sem**

Goal : to provide information for financial decision making, learning how accounting information is modified to enhance the decision-making process.

Objective: To familiarize and develop an understanding of accounting concepts for effective recording of business operations of an organisation.

16-20 Marks	11-15 Marks	5 Marks	06-10 Marks	06-10 Marks	00-05 Marks	00-0
__ Students	__ Students		__ Students		__ Students	
Outstanding	Accomplished		Meets the Criteria		Need Improvement	
% Students having understanding about preparation of financial statements, deprecation, bank reconciliation statement.	% Students having understanding about preparation of financial statement.		% Students having understanding about accounting structure and the journal entry system.		% Students having an understanding about purpose of accounting, and the concepts and conventions of accounting.	

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

Lesson Plan

Subject: Economics I

Session: Jul-Dec

Class: BBA I Sem

I: Course Objectives: To impart understanding of micro economic concepts.

II: Examination: 20 marks for internal evaluation. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

III: Course Outcomes (CO)

CO1 To understand the economic concepts and importance of macro-economic approaches in managerial decision making.

CO2 Understand theories and principles in macroeconomics including national income, accounting, models of output determination, models of aggregate demand and supply, the money market, fiscal policy and monetary policy.

CO3 To utilize a simple contemporary economic model such as the aggregate supply/aggregate demand model and describe the interrelationships among prices, income and interest rates as they affect consumption, saving and investment.

CO4 Students will be able to describe the contemporary banking and monetary system, and analyze the role of money, credit.

IV:PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1							
CO 2				3				
CO 3							2	
CO 4						3		

V: Session Plan

Lecture No.	Unit No.	Topics	Sub Topics	Reference
1	1	Introduction to Economics	Definition, Nature and Scope of Economics	B.N. 1, B.N.2
2			Micro-Macro Basic Concepts	B.N. 1, B.N.3
3			Difference and Interrelation Between Micro and Macro.	B.N. 2
4			Role of Economics in Decision Making	B.N. 2
CO:1				
LO: To understand national income statistics and to describe and analyze the economy in quantitative terms.				
5	Assignment			
6	2	Demand Analysis Supply Analysis	Meaning of Demand, Types of Demand,	B.N. 1, B.N.2
7			Law of Demand, Determinants of Demand	B.N. 1, B.N.2
8			Demand Function ,Elasticity of demand	B.N. 3
9			Price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand ^[L] _[SEP]	B.N. 2, B.N.3
10			Law of Supply, Supply Schedule, Supply Curve ^[L] _[SEP]	B.N. 1
11			Price elasticity of supply ^[L] _[SEP]	B.N. 1
12			Case Study	B.N. 1
CO:2				
LO: To explain the concepts of employment and unemployment with Keynesian and say's law and also to know highlights of investment function and consumption function.				
13	Assignment			
14	3	Production Analysis	Production function, Types of Production Function	B.N. 1, B.N.4
15			Law of Variable Proportions	B.N. 1, B.N.4
16			Law of Returns	B.N. 1, B.N.4
17			Diminishing Returns, Returns to Scale	B.N. 1, B.N.5
18	Presentation			

CO:3				
LO: To describe the determinants of the demand for money, the supply of money and its theories.				
19	4	Cost & Revenue Analysis	Cost concepts, Elements of Cost, Relationship between Production and Cost,	B.N. 1, B.N.3
20			Average and Marginal cost curves, Relationship between average and marginal cost	B.N. 2, B.N.5
21			Concept of revenue, Revenue Curve, Relationship between average and marginal revenue	B.N. 2, B.N.4
22			Output & Pricing under different markets & Case Study	B.N. 1, B.N.3
23			Case Study	B.N. 1, B.N.3
CO:4				
LO: to identify the causes of prosperity, growth, and economic change over time and explain the mechanisms through which these causes operate in the economy.				
24	5	Market Structures	Perfect Competition	B.N. 1, B.N.3
25			Monopoly	B.N. 2, B.N.3
26			Monopolistic Competition	B.N. 2, B.N.4
27			Oligopoly, features & characteristics	B.N. 1, B.N.3
CO:2,3				
LO: To understand the role of banking and other financial institutions in the economy.				
28	Presentation			
29	6	International Trade	Balance of Payments, Concepts	B.N. 1, B.N.2
30			Disequilibrium in BOP: Methods of Correction	B.N. 1, B.N.2
31			Tread Barriers and Tread Strategy, Free Trade vs. Protection	B.N. 1, B.N.3
32	Presentation			
CO:4				
LO: To understand the role of regulatory bodies like RBI in regulating nation’s financial system.				

VI: Book References:

- 1 "Modern Micro Economics" , A. Koutsoyiannis, The Mac Milan Press, II Edition.
- 2 "Price Theory and Uses" , Watson, A.I.T.B. Publishers and Distributors, II Edition.
- 3 "Foundation of Economics Analysis", Samuelson, Harvard University Press, II Edition.
- 4 "Managerial Economics" , Dean Joel, Prentice Hall Publication.
- 5 Tanner-Sales Management, Pearson,2010

VII:Note:

- 1 There will be 2 group major assignment, Group size will be 4-5 students
- 2 There will be a Group presentations of 30 minutes.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries
- 4 If any student does not submit assignments at time, credit will be given half mark after submission
- 5 Attendance will be multiplying factor as per given in academic plan.

VIII : Rubric for Internal Assessment**Subject: Economics I****BBA I Sem**

Goal : Students will understand the economics and its practical implementation. Topic covered in this subject are introduction of economics, demand concept, production analysis, cost and revenue analysis, market structure and some part of international trade.

Objective: To impart understanding of micro economics concept.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
Students	Students	Students	Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students are well aware with the core concept micro economics. They have good understanding about demand, production, cost and revenue concept. They also possess knowledge about international trade.	% Students are well aware with the core concept micro economics. They have understanding about demand, production, cost and revenue concept.	% Students are well aware with the core concept micro economics.	% Need to put efforts to understand the fundamentals of economics.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH,
INDORE
Lesson Plan**

Subject: Fundamentals of Management
Class: BBA-I

Session: July-Dec.

I: Course Objective:

To familiarize the student with the concepts and principles and functions of management and the recent developments in management practice.

II: Examination: The faculty member will award marks out of a maximum of 20 marks (As per academic plan) for the internal performance of the student. The semester examination will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

III: Course Outcomes (CO):

CO 1 Understanding of the basic concepts of management and functions and responsibilities of the manager.

CO 2: Learn about the tools and techniques of planning and organizational theories.

CO 3: Understanding of traits, dimensions, and styles of effective leaders and importance of employee motivation in an organization.

CO 4: Learn about different types of control means in a business setting and why it is needed.

IV:PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3						
CO 2				2			1	
CO 3							1	
CO 4						3		

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Management concepts & Evolution:	Definition - nature - scope and functions of management	B.N. 1,2,3
2			Importance of management	B.N. 2,3,
3			Role of manager	B.N. 2,3
4			Management and administration	B.N. 2,3
5			Functional areas of management, POSDCORB	B.N. 1,2,3
6			Evolution of management thought - Relevance of management to modern industry	B.N. 1,2,3
7			Govt., University, hospital & other institutions	B.N. 12
CO:1				
LO: Learn the concept of management and its relevance to modern industry.				
Assignment: Choose an Company/Institution of Your Choice, Explore the Importance of Management in it and Prepare a Report.				
8	2	Planning	Meaning, features, nature and importance of planning	B.N. 4,5
9			Types of planning, techniques, procedure	B.N. 4,5
10			Elements of planning	B.N. 4,5
11			Principles of planning	B.N. 4,5
12			Planning and control	B.N. 4,5
13			Types of plans	B.N. 4,5
14			MBO	B.N. 4
Assignment: Submission of Assignment Sheet on Types of Planning				
CO:2				
LO: Understand principles of planning and various techniques.				
15	3	Organizing	Nature - purpose - organizational structure	B.N. 1,4,6
16			Theories of organization	B.N. 3,4,6

17			Span of control	B.N. 4,8
18			Line & staff functions	B.N. 4,8
19			Authority & Responsibility	B.N. 4,8
20			Centralization and decentralization - delegation of authority	B.N. 4,8
Assignment: Submit the assignment on span of control				
CO:2				
LO: Develop understanding about organizational structures and its theories.				
21	4	Staffing	Staffing nature and purpose	B.N. 3,8
22			Selection	B.N. 3,8
23			PA and Career planning	B.N. 3,8
Assignment:				
CO:2				
LO: Understanding of recruitment and selection process.				
24	5	Directing	Nature of directing	B.N. 3,8
25			Leadership qualities, styles	B.N. 3,8
26			Motivation – morale and discipline	B.N. 6
Assignment: Identify World’s Famous Leaders (At least 10), Identify Their Leadership Style, Submit a Report.				
CO:3				
LO: Understanding of different leadership styles and types of motivation.				
27	6	Controlling	The objectives and process of control	B.N. 7,8
28			Role of information in control	B.N. 5,7,8
29			Performance standard	B.N. 5,7
30			Measurement of performance	B.N. 5,7,8
31			Remedial act – Integrated control system in an organization	B.N. 5
32			Control techniques	B.N. 5
CO:4				
LO: Determining the application of information system on management decision making.				

VI: Book References:

1. Koontz, Weihrich Essentials for Management :An International Perspective TMH8e
2. V S P Rao & Hari Krishna Management text and cases Excel Books, New Delhi
3. Kreitner, Management Theory and Applications, Cengage Learning, India, 2009
4. Robbins, Management, 9th edition Pearson Education, 2008,
5. Parag Diwan Management principles and practice, Excel Books, New Delhi
6. Anil Bhat & Arya Kumar Principles Processes and Practices 1st E 2008 Oxford
7. Satyaraju & Parthsarthy, Management Text and Cases, PHI Learning, 2009
8. Kanishka Bedi, Management and Entrepreneurship, 1st Edition 2009 Oxford

VII: Note:

1. There will be unit wise class tests/assignments/presentations of equal weightage.
2. There will be two to three major group assignments, group size 3-4, each group will be given separate topics for understanding subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment
Subject: Fundamentals of Management
BBA I Sem

Goal : Management students should have the basic knowledge and awareness of fundamentals of management: functions, roles & responsibilities of manager, and much more. They should know planning, organizing, staffing, leading and controlling, in detail along with decision-making and managing change.

Objective: To familiarize the student with the concepts and principles and functions of management and the recent developments in management practices.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students have an understanding and clarity about management functions,.	% Students have an understanding and clarity about management functions. Knowledge	% Students have an understanding and clarity about management	% Need to study and understand the basic concept & fundamentals of

Knowledge of roles & responsibilities of manager. Awareness of basic Functions of management and can relate with practical environment.	of roles & responsibilities of manager.	functions.	Management finely.
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IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

Lesson Plan**Subject: Hindi****Session: July-Dec****Class: BBA- I Sem**

I Objective of course: To familiarize the student with the concepts and principles and functions of management and the recent developments of management practice.

II Examination: The faculty member will award internal marks out of 20(10 for tests 10 and 10 for project).The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will have 3 theory questions out of which students will be required to attempt any 2 questions. Sections B carrying 60 marks will contain five practical/numerical problems, out of which a candidate is required to attempt any three.

III: Course Outcomes (CO):

CO1: आज के युग में एक स्नाकि के समक्ष संप्रेषण कौशल एवं चुंबकीय व्यक्तित्व के साथ दक्ष नागरिक होने तथा आधुनिक समय की कसौटी पर खरा उतरने की चुनौती को स्वीकार करेंगे।

CO2: भारतीय चिंतन परंपरा और भाव-संपदा से साक्षात्कार के अतिरिक्त भाषा की महत्ता और उसके विविध रूप हिन्दी की शब्द संपदा, वाक्य संरचना, पत्र लेखन एवं भाव-पल्लव का विकास होगा।

CO3: हिन्दी भाषा व नैतिक मूल्य में भाषा व्याकरण के साथ नैतिक शिक्षा से परिचित कराके उनमें इन गुणों का विकास होगा। जीवन-मूल्य समाज व्यवस्था, राष्ट्रीय उपलब्धियों और विकास की दिशाओं से परिचित होंगे।

CO4: राष्ट्रीय एकता, अखंडता और हमारी विरासत से अपने आने वाले भविष्य को साकार करने में प्रेरणा स्रोत का कार्य करेगा। आदर्श व सक्षम नागरिक बनेगा।

IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			3		1	1		
CO 2	2	1	1	1	3			
CO 3	2	1		1			1	111
CO 4		2	1			1	2	1

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	हिन्दी भाषा का स्वरूप, भाषा, परिभाषा, स्वरूप, वर्ण	हिन्दी साहित्य का इतिहास— (1) वर्गीकरण, रचना—रचनाकार, काव्य की भाषा (2) गद्य—पद्य आधुनिक काल की विद्याएँ, प्रमुख साहित्यकार (3) निबंध, नाटक, कहानी, उपन्यास के तत्व व प्रकार (4) एकांकी, कथा,संस्मरण, यात्रा वृत्तांत डायरी, रिपोतार्ज, लेखन	
2			मानक भाषा, अमानक भाषा, परिभाषा, अन्तर, शुद्ध संशोधन के उदाहरण मानक व अमानक में अन्तर	
CO : 1,2				
LO1: साहित्य के अर्थ को समझकर भाषा और साहित्य में अन्तर कर पायेंगे। मानक हिन्दी का ज्ञान प्राप्त कर सही व आदर्श भाषा का प्रयोग करने के लिए प्रेरित होंगे।				
3	2	निबंध	निबंध के तत्व व प्रकार, निबंधकार व प्रमुख निबंधों का संक्षिप्त परिचय	
4			मित्रता(रामचन्द्र शुक्ल) लेखक परिचय, सारांश, अच्छे मित्रों के गुण, जीवन में मित्रता का महत्व	
5			अध्ययन(मिश्रबंधु) लेखक परिचय, सारांश, अध्ययन का महत्व, प्रश्न उत्तर	
6			उद्देश्य और लक्ष्य(रामचन्द्र वर्मा) सारांश, प्रश्न—उत्तर	
CO :2,4				
LO2: जीवन में उद्देश्य और अपने लक्ष्य को समझ पायेंगे तथा जीवन में मित्रों का महत्व समझ पायेंगे।				
7	3	कविता	हिमालय के प्रति(रामधारी सिंह दिनकर) कवि परिचय, सरल—अर्थ, केन्द्रिय भाव, लघु व दीर्घ प्रश्न उत्तर	
8			मोचीराम(सुदामा पाण्डे धूमिल) कवि परिचय, सरल—अर्थ, केन्द्रिय भाव, लघु व दीर्घ प्रश्न उत्तर	
9			Presentation	
CO :2				

LO3: भारत माता के लिए आत्म समर्पण की भावना विकसित होगी तथा सभी प्रकार के कार्य के लिए मन में सम्मान की भावना जागृत होगी।				
10	4	उपन्यास	परिभाषा, तत्व, प्रकार, प्रमुख, उपन्यास के संक्षिप्त परिचय	B.N: 3, B.N:11
11			कर्मभूमि(प्रेमचन्द्र) उपन्यास का कथानक, लेखक परिचय	
12			आनंदमठ(बंकिमचन्द्र चटोपाध्याय) लेखक परिचय, कथानाक, प्रश्नोत्तर, प्रमुख पात्र परिचय	
13			राग दरबारी(श्रीलाल शुक्ल) लेखक परिचय, कथावस्तु, चरित्र-चित्रण, प्रश्न-उत्तर	
CO :4				
LO4: उपन्यास के माध्यम से स्वतंत्रता की लड़ाई में जो व्यक्ति शहीद हुए उनके लिए मन में श्रृंद्धाजलि की भावना जागृत होगी। जीवन में नैतिक मूल्य को अपनाने की भावना विकसित होगी।				
14	5	व्याकरण	संक्षेपण— अर्थ, परिचय, उदाहरण	B.N: 3, B.N:11
15			पल्लवन या विस्तारण— परिचय, अर्थ, उदाहरण	
16			समाचार लेखन— प्रकार, उद्देश्य	
16			संन्धि-समास— वर्ण, शब्द का वर्गीकरण, संधि की परिभाषा, प्रकार समास की परिभाषा, प्रकार	
CO :2,3				
LO5: हिन्दी के शब्द भंडार का ज्ञान प्राप्त कर शब्दों व वाक्यों को सही उच्चारित करने का कौशल विकसित होगा। पत्र लेखन, सार लेखन व पल्लवन का सही ज्ञान प्राप्त करके सही पत्र लेखन व भाव पल्लवन का कौशल विकसित होगा।				
17	6	पत्र लेखन एवं संक्षेपिका	कार्यालयीन, औपचारिक, अनौपचारिक पत्र लेखन, व्यवसायिक पत्रलेखन	B.N:3 , B.N:5, B.N: 11
18			अलंकार— परिभाषा, भेद, उदाहरण	
19			छन्द— परिभाषा, भेद, उदाहरण	
20			शब्द व वाक्य रचना— परिभाषा, वर्गीकरण, पर्यायवाची, समानार्थी, एकार्थी,	

		अनेकार्थी शब्दों के उदाहरण वाक्य की परिभाषा, भेद, अशुद्धि शोधन	
21		शैली एवं प्रकार— परिभाषा, गद्य की शैलियों के प्रकार	
CO :3			
LO6 :पत्र लेखन, सार लेखन व पल्लवन का सही ज्ञान प्राप्त करके सही पत्र लेखन व भाव पल्लवन का कौशल विकसित होगा।			
पुनरावृत्ति			

पुस्तकों के नाम:-

1. ल्यूसेन्ट (सामान्य हिन्दी)
2. कर्मभूमि—प्रेमचन्द्रजी का उपन्यास
3. आनन्दमठ—बकिमचन्द्र चट्टोपाध्याय
4. रागदरबारी—श्रीलाल शुक्ल
5. हिन्दी साहित्य का इतिहास— डॉ. नगेन्द्र
6. अरिहन्त (सामान्य हिन्दी)
7. हिन्दी का गद्य साहित्य—रामचन्द्र तिवारी
8. वर्धा हिन्दी शब्दकोश—ज्ञानपीठ प्रकाशन

आंतरिक मूल्यांकन के लिए रूब्रिक**विषय: हिन्दी****बी.बी.ए.— I सेमेस्टर**

लक्ष्य : व्यक्तिगत अनुभवों, टिप्पणियों और रीडिंग से तैयार किए गए पर्याप्त और उचित साक्ष्य और उदाहरणों के साथ एक पैराग्राफ लिखें। अर्थ को अस्पष्ट करने वाली यांत्रिक और संरचनात्मक त्रुटियों को समाप्त करते हुए संशोधित करें और संपादित करें। स्पष्ट, सटीक, प्रभावी मौखिक और मानक लिखित हिंदी में विचारों को व्यक्त करें। सामान्य रूप से पारंपरिक यांत्रिकी (जैसे विराम चिह्न, वर्तनी, व्याकरण) के साथ, मानक हिंदी उपयोग प्रदर्शित करते हैं।

उद्देश्य: प्रबंधन की अवधारणाओं और सिद्धांतों और कार्यों और प्रबंधन अभ्यास में हाल के विकास के साथ छात्र को परिचित करना।

20-16 अंक	15-11 अंक	10-06 अंक	05-00 अंक
___ छात्र	___ छात्र	___ छात्र	___ छात्र
उत्कृष्ट	शिष्ट	मानदंड को पूरा करता है	सुधार की जरूरत

__% छात्रों ने मौखिक रूप से और विचारों के विभिन्न प्रकार के साहित्यिक उत्पादन अभिव्यक्ति को हिंदी में लिखने के लिए उच्च समझ को दिखाया	__% मौखिक रूप से और विचारों के विभिन्न प्रकार के साहित्यिक उत्पादन अभिव्यक्ति को हिंदी में लिखने के लिए अच्छी समझ दिखाई	__% छात्रों ने मौखिक रूप से और विचारों के विभिन्न प्रकार के साहित्यिक उत्पादन अभिव्यक्ति को हिंदी में लिखने के लिए बहुत कम समझ दिखाई।	__% छात्रों ने मौखिक रूप से और विचारों के विभिन्न प्रकार के साहित्यिक उत्पादन अभिव्यक्ति को हिंदी में लिखने के लिए बुनियादी समझ दिखाई.
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9.

Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Information Technology**Session:** July – Dec**Class:** BBA - I Sem

I: Objective: Objective of course is to understand basics IT application in business and also to understand the application of various information tools to have a source of internal and external data for the organization.

II: Examination Scheme: There shall be internal evaluation of 10 marks and practical examination for 20 marks. There shall be external examination for 70 marks in the paper. Internal shall be evaluated on the basis of test and assignment.

III: Course Outcomes (CO)

CO1 Understanding the basic concept and features of computer system, development of Information Technologies in Business Organizations .

CO2 To gain knowledge about various software tools and their applications.

CO3 Understand the role of computer levels languages, operating system.

CO4 Understand to deal with peripheral devices between Hardware and Software, also to gain knowledge about data base management system in organized manner .

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3				2	2		
CO2	1	1	2		3	3		
CO3	2					1		
CO4	2				3			

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction to Computer	Hardware: Input / Output devices	B.N. 6
2			Computer storage devices	B.N. 6
3			Computer memory	B.N. 6
4			Software: System and Application Software	B.N. 6
5			Compilers, Interpreters and Assemblers	B.N. 6
6			Computer Languages: Levels of languages, Generation and their features	B.N. 6
7			Generation of Computer (Phases of development of computers)	B.N. 6
8			Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system – Part 1	B.N. 6
9			Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system – Part 2	B.N. 6
10			HTML:-Basics of HTML Tags	B.N. 10
A-1. First assignment, submission within 3 days				
CO:1				
LO: Basic learning about Hardware And Software system and basic types of Computer memory.				
11	2	Operating Systems	MS DOS: Introduction, Features, Application	B.N. 5
12			MS DOS External and Internal Commands	B.N. 5
13			WINDOWS 7: Basic Operations, utilities and features	B.N. 5
CO:2				
LO: Learning and implementation of DOS commands and Operating system basic features.				
14	3	UNIX	Unix - Introduction, Features, Application	B.N. 8
15			Basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc.)	B.N. 8
A-2. Second assignment, Submission within 3 days				
CO:3				
LO: To learn about Unix Operating System and basic commands.				
16	4	MS Word 2007	Word basics, formatting text and documents	B.N. 5
17			Working with headers, footers and footnotes	B.N. 5
18			Tabs, tables and sorting, working with graphics, templates, wizards and sample documents	B.N. 5
19			Introduction to mail merge	B.N. 5
20			Introduction to macros	B.N. 5
21			MS Access 2007: Database creation, screen/form design	B.N. 5

Lecture No.	Unit No.	Topic	Sub Topic	Reference
22			MS Access 2007: Report generation using wizard	B.N. 5
CO:4				
LO: Understanding the utilization of MS Word software and it’s tools, learning about Database creation in MS Access software.				
23	5	MS Excel 2007	Excel basics, rearranging worksheets, excel formatting tips and techniques	B.N. 5
24			Introduction to functions, Excel’s chart features	B.N. 5
25			Working with graphics, using worksheet as databases, automating “what-if” project	B.N. 5
26			MS PowerPoint 2007: PowerPoint basics	B.N. 5
27			Creating presentation the easy way, working with text in PowerPoint	B.N. 5
28			Working with graphics in power point	B.N. 5
A-3. Group assignment, Submission within 5 days				
CO:4				
LO: Learning about MS Excel and MS PowerPoint tools and their application in creating presentation and managing worksheets.				
29	6	Information Technology	Introduction to IT and its development, Impact and Future of IT in Business Organization	B.N. 5
30			Overview of the following: 4 GL, Image processing, Virtual Reality, Video Conferencing	B.N. 9
31			Decision Support System, Expert System, Artificial Intelligence, and Information Super Highways	B.N. 7
CO:1				
LO: To learn about new modern technologies which are adopted in Business Organisations.				
32	7	TALLY	Basic functions & Overview	B.N. 5
A-4. Class test				
CO:1				
LO: To gain knowledge about Tally, basic functions.				

VI: Book Reference:

1. Balagurusamy Fundamentals of Computer 1e, Tata MacGrawHill
2. Deepak Bharihoke Fundamentals of Information Technology Excel books
3. Manish Mahajan IT Infrastructure & Management Acme learning
4. Rashi Agarwal Computer Organisation and Design, Acme learning
5. R.K. Taxali, PC Software for windows, Tata MacGrawHill
6. Sinha & Sinha, Computer Fundamentals, BPB Publication
7. Laudon, Management Information Systems: Managing the Digital Firm, 11/e, Pearson
8. Sumitabha Das, Unix Concepts and application, New Delhi, Tata McGraw Hill
9. Information Technology for Business, Himalaya Publications
10. The Complete Reference, HTML & XHTML

VII: Notes:

1. There will be individual assignment, presentations and group assignments.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.
7. The students are required to submit practical assignment in computer practical notebook for external viva voce.

VIII : Rubric for Internal Assessment
Subject: Information Technology
BBA I Sem

Goal : Students acquire the basic knowledge and skills needed to effectively utilize information systems and technology in support of Business. And should know the practical working of these applications like: MS Office (Word, PPT, Excel, Access), Tally, HTML and more.

Objective: Objective of course is to offer understanding of basics IT application in day to day running of business.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having an understanding about basics of Computer Fundamentals, Information Technology and current applications used in a business environment, such as knowledge and practical working of MS Office (Word, PPT, Excel, Access), Tally, HTML and more.	% Students having an understanding about basics of Computer Fundamentals, Information Technology. Workable knowledge of , MS Word, MS Power point, MS Excel.	% Students having an understanding about basics of Computer Fundamentals, Information Technology. Only theoretical Knowledge.	% Students need to move with time, to have knowledge & learn basic computer applications to fit in the current work environment.

IX: Scheme of internal marks

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Managerial Skills**Session:** July - Dec**Class:** BBA – I Sem**I: Course Objective:**

To offer exposure of essential managerial skills to students and developing these skills in the students.

II: Examination:

The faculty member will award marks out of a maximum of 20 marks (As per academic plan) for the internal performance of the student. The semester examination will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

III: Course Outcomes (CO):

CO1: Understanding of basic managerial and personal skills and their implementation

CO2: Understanding of how to apply emotional intelligence techniques to self- development.

CO3: Attainment of organizational outcomes through effective goal setting, delegation, creative problem solving and decision making.

CO 4: Empowerment and delegation through winning presentations and conducting meetings

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3	3					
CO 2								
CO 3				2			3	
CO 4	3				2	1		

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction to Skills	Introduction to skills & personal skills Importance of competent managers	B.N. 1
2			Skills of effective managers	B.N. 1, 2
3			Developing self awareness on the issues of emotional intelligence	B.N. 1
4			Self learning styles, values, attitude towards change,	B.N. 1, 2, 5
5			Learning of skills and applications of skills	B.N. 1, 4
Assignment: First Assignment Submission within 3 Days				
CO:1				
LO: Identify the roles which are fulfilled while working as a manager				
6	2	Problem solving and building relationship	Problem solving, creativity, innovation	B.N. 2, 4
7			Steps of analytical problem solving	B.N.1, 2, 7
8			Limitations of analytical problem solving	B.N. 1, 2,
9			Impediments of creativity, multiple approaches to creativity	B.N.3, 6
10			Conceptual blocks, conceptual block bursting	B.N. 3
11			Skills development and application for above areas	B.N. 1, 2, 5
Assignment: Second Assignment Submission within 3 Days				
CO:2				
LO: Determining bursting of conceptual blocks by analytical and creative problem solving.				
12	3	Relationship Skills	Building relationship Skills for developing positive interpersonalcommunication	B.N. 1, 2, 5
13			Importance of supportive communication, coaching and counseling	B.N. 1, 4
14			Defensiveness and disconfirmation	B.N. 4, 7
15			Principles of supportive communications	B.N. 1, 4
16			Personalinterview management	B.N. 1, 2, 5

Lecture No.	Unit No.	Topic	Sub Topic	Reference
17			Skill analysis and application on above areas	B.N. 1, 2, 5
Assignment: Third Assignment Submission within 3 Days				
CO:3				
LO: Determining how to develop positive interpersonal communication through supportive communication.				
18	4	Team building	Developing teams and team work	B.N. 1, 2
19			Advantages of team	B.N. 1, 4
20			Leading team, team membership	B.N. 1, 4
21			Skill development and skill application	B.N. 1, 4
Assignment: Fourth Assignment Submission within 3 Days				
CO:4				
LO: Development of team through leading the employees and its advantages.				
22	5	Empowering and delegating	Meaning of empowerment	B.N. 2, 4
23			Dimensions of empowerment	B.N. 1, 2, , 4
24			how to develop empowerment, inhibitors of empowerment	B.N. 4
25			Delegating works	B.N. 4
26			Skills development and skill application on above areas	B.N. 1, 2, 4
Assignment: Fifth Assignment Submission within 3 Days				
CO:4				
LO: Understanding of delegation of work through developing empowerment.				
27	6	Communication related to course	How to make oral presentations	B.N. 1, 2, 4
28			Conducting meetings	B.N. 1, 2
29			Reporting of projects	B.N. 1, 4
30			Reporting of case analysis	B.N. 1
31			Answering in Viva Voce	B.N. 1
32			Assignment writing	B.N. 1
CO:1,4				
LO: Developing skills related to oral presentations, conducting meetings and analyzing the cases related to management.				

VI: Book References:

1. V.S.P.Rao **Managerial Skills** Excel Books, 2010, New Delhi
2. David A Whetten, Cameron **Developing Management skills**, PHI 2008
3. Ramnik Kapoor **Managerial Skills** PathMakers, Bangalore
4. Kevin Gallagher, **Skills development for Business and Management Students**, Oxford, 2010
5. Monipally, Mutthukutty **Business Communication Strategies** Tata McGraw Hill
6. Krishnamohan & Meera Banerjee, 1998. **Developing Communication Skills**, New Delhi
7. Ragendra Pal & Korlahali J.S. 1996. **Essentials of Business Communication**, New Delhi: 1996: Sultan Chand & Sons.

VII: Note:

1. There will be unit wise class tests/assignments/presentations of equal weightage.
2. There will be two to three major group assignments, group size 3-4, each group will be given separate topics for understanding subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment
Subject: Managerial Skills
BBA I Sem

Goal : Students develop the ability to prepare and analyze increasingly complex problem solving solutions. Management Information Systems (MIS) is the study of people, technology, and organizations. it is the only major that focuses on both business processes and information technology side by side. Topics covered: System Design, Decision making, Information system, System design and so on.

Objective: The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having basic awareness of Computers in Business environment. Developing business systems with usage of information system. knowledge about Managerial Decision	% Students having basic awareness of Computers in Business environment. Developing business systems with usage of information system.	% Students having basic awareness of Computers in Business environment.	% Students Need to learn basic technological know hows of computers & Information system.

Making.			
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IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

Managerial Skills

Objective: To offer exposure of essential managerial skills to students and developing these skills in the students.

Scheme: Internal evaluation shall be of 20 marks. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Syllabus Unit I: Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self awareness on the issues of emotional intelligence, self learning styles, values, attitude towards change, learning of skills and applications of skills.

Unit II: Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting. Skills development and application for above areas.

Unit III: Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counseling, defensiveness and disconfirmation, principles of supportive communications. Personal interview management. Skill analysis and application on above areas.

Unit IV: Team building: Developing teams and team work, advantages of team, leading team, team membership. Skill development and skill application.

Unit V: Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works. Skills development and skill application on above areas.

Unit VI: Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing.

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Business Communication****Session: Aug-March****Class: BBA - II Sem**

I: Course Objective: To generate understanding of communication process and develop communication skills among the students.

II: Examination: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments External examination shall be of 80 marks. There will be two sections. Section A, shall have 6 questions shall be of logical and analytical type. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

III: Course Outcomes (CO):

CO1. To generate the understanding of the basics of Business communication

CO2. Develop communication skills and improve listening skill, observational skills, and problem solving capabilities.

CO3. Gain insight into your own interpersonal communication and relationships

CO4. Understand and demonstrate the use of basic and advanced proper writing techniques

IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	2	1		3			
CO 2	2		2	3	2			
CO 3					3			2
CO 4	2		2		3			

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Communication	Definition and process of Communication	B.N.2/B.3
2			Communication Models contd...and Objectives of Communication	B.N.2/B.N.3
3			Principles of communication, 7 Cs of Communication.	B.N.2/B.N. 3
7			Importance of business Communication	B.N.2/B.N. 3
8			Case study discussion	
CO:1				
LO: Acquire in-depth knowledge of principles of business communication.				
9	2	Channels of Communication	Type of Communication	B.N.3/B.N.4
10			Dimensions of communication	B.N.3/B.N.4
11			Barriers to Effective Communication- verbal, non verbal, formal and informal communication	B.N.3/ B.N.2
12			Principles of Effective Communication. Verbal Communication using words, addition and obsolescence of words from the dictionary, Language as a tool for Communication.	B.N.3/B.N.6
			Non-Verbal Communication: Importance of non-verbal communication, Kinesics, Proxemics , Paralanguage.	B.N.2/B.N.3/B.N.6

CO:2				
LO: Develops understanding among the students about various forms, types and channels of communication and enhances communicative ability.				
16	3	Business Writing	Basic patterns of business letters	B.N.2/B.N.3/B.N.1
17			Types of Business Letter	B.N.2/B.N.3/B.N.5
18			Inquiry, complaint letter, persuasive letter	B.N.2
19			Proposal and report writing	B.N.2
Assignment Submission				
CO:2,4				
LO: Develop formal writing skills.				
22	4	Employment Messages	Drafting of Employment messages	B.N.4
23			Resume Discussion and writing in class	B.N.4
24			Application Letters	B.N.4
25			Writing opening paragraph	B.N.4
26			Writing closing paragraph and summarizing	B.N.4
CO: 4				
LO : It enhances skills of preparing effective resume, memos, circulars, and reports..				
29	5	Spoken Skills	Preparing for Presentations	B.N.4
30			Conducting Class Presentations	B.N.4
31			Speeches and Public Speaking	B.N.4
			Interviewing and being interviewed.	B.N.4
			Group Discussions	B.N.4
32			English Pronunciation and building vocabulary	B.N.4
CO: 3				
LO: It will enhance communicative ability through presentations , group discussions and debates. It will aware students about effective communication and listening skill.				
29	6	Factors affecting Communication	Barriers to Effective Communication and ways to overcome them.	B.N.4/B.N.5

30			Discussing other Barriers to Effective Communication	B.N.4/B.N.5/B.N.6
31			Listening : Importance of Listening ,Types of Listening Barriers to Listening and overcoming them .Listening situations, Developing Listening Skills.	B.N.4/B.N.5/B.N.16
CO:1,2				
LO: It will develop listening attitude among the students and how to overcome from barriers of communication.				

VI: Text Books:

1. Rao N. and Das R.P., Communication Skills, Himalaya Publishing House, Mumbai
2. Mehta D. & Mehta N. K., A Handbook of Communication Skills Practices, Radha Pub., New Delhi
3. Sinha K.K., Business Communication, Galgotia Publishing House, New Delhi.
- 4.P. D. Chaturvedi, Business communication Concepts Cases & Application, 1e Pearson Education
- 5 Debashish& Das **Business Communication**, PHI, 20096. Business Communication – R.K. Madhurkar, Vikas Publishing House Pvt. Ltd
6. Meenakshi Raman& Prakash Singh **Business Communication**, Oxford Higher Education,2006
- 7.Business Communication – Chhabra T.N., Sun India Publication, 1st Edition 2005.

VII : Notes:

1. Various activities like Role play, Group discussions & Presentations to be carried on in subsequent classes.
2. Class participation in all above activities is must and carries marks.
3. Class participation and attendance carries 3 marks.
4. Activity like Group discussion carries .5 marks.
5. Class presentation constitutes 1 mark for each student either in group or as individual.
6. Assignment submission of case study analysis carries 1 mark.

7. One internal test to be conducted after the syllabus completion will carry 2 marks.

Rubric for Internal Assessment
Subject: Business Communication
BBA II Sem

Goal : This course provide students with the knowledge and skills to communicate professionally on various levels including writing; speaking; giving presentations and interpersonal skills.

Objective: To generate understanding of communication process and develop communication skills among the students.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having knowledge of communication process and an understanding of basics of communication skills to understand others along with the personality development as per the requirement of the corporate world.	% Students having an understanding of communication process, corporate communication and soft skills.	% Students having basics of communication skills and ability to understand others.	% Students having need of improvement at their communication skills level to enhance their ability to understand others as per the requirement of the corporate world.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation out of 20	Quiz out of 20	Assignment out of 20	Internal Out of 20	Viva out of 20		

Lesson Plan

Subject: Economics II

Session: Jan-June

Class: B.B.A. II Sem

I: Objectives of course: To generate understanding of the macroeconomics and impart knowledge of the Function.

II: Examination: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather than direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

III: Course Outcomes(CO):

CO1 Demonstrate knowledge of basic economic concepts and principles.

CO2 Acquaintance with the necessary analytical tools to analyze decision making by individual firms such as demand, supply, pricing and resource allocation

CO3 To learn how cost and revenue curves are analysed and how they vary in short and long run.

CO4 Demonstrate pure understanding of output price determination in various market structures and also to outline the role of comparative advantage in exchange. Describe the role of international trade and finance in domestic economic activity.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	1							
CO2				1				
CO3			2					
CO4							3	

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub-topic	Reference
1	1	National Income	Importance of Macro Economics	B.N.1 & B.N. 3
2			National Income: Meaning, Definitions: National Income,	B.N.1 & B.N. 3
3			GNP & NNP,	B.N.1 & B.N. 3
4			GNP & NNP,	B.N.1 & B.N. 3
5			GDP & NDP, Personal Income (PI),	B.N.1 & B.N. 3
6			Disposable Income (Di), Per Capita Income (PCI), Real NationalIncome (RNI)	B.N.1 & B.N. 3
A-1 First Assignment Submission within 3 Days				
CO:1				
LO: Understand that economics is about the allocation of scarce resources, that scarcity forces choice, tradeoffs exist and that every choice has an opportunity cost.				
7	2	Theories of Employment	Classical theory of employment – Say’s law of markers	B.N.1 & B.N. 3
8			Keynesian theory of employment	
9			Consumption function – APC, MPC	B.N.1 & B.N. 3
10			factors influencing consumption function	B.N.1 & B.N. 3
11			Investment function	B.N.1 & B.N. 3
12			MEC and Rate and Rate of Interest	B.N.1 & B.N. 3
A-2 Second Assignment Submission within 3 Days				
CO:2				
LO: To describe the determinants of demand and supply and its elasticity, also to graphically illustrate market equilibrium, surplus and shortage.				
13	3	Money And Theories Of Money	Meaning, functions of money	B.N.1 & B.N. 3

Lecture No.	Unit No.	Topic	Sub-topic	Reference
14			Classification of Money	
15			Gresham’s law,R.B.I. Classification of Money – M1, M2, M3, M4	
16			Theories of Money – Fisher’s quantity theory of Money	B.N.1 & B.N. 3
17			Cambridge approach (Marshall, Pigou, Robertson and Keynes).	B.N.1& B.N. 3
A-3 Third Assignment Submission within 3 Days				
CO:3				
LO: Understand the costs of production and how profit-maximizing firms determine how much to produce. Be able to distinguish between long-run decisions and short-run decisions.				
18	4	Trade Cycle and Inflation	Trade cycles – Meaning and definition – Phases of a trade cycle	B.N 2
19			Trade cycles – Meaning and definition – Phases of a trade cycle	B.N 2
20			Inflation – Definition – Types of Inflation – Causes and effects of inflation	B.N 2 & B.N. 5
21			Inflation – Definition – Types of Inflation – Causes and effects of inflation	B.N 2
22			Inflation – Definition – Types of Inflation – Causes and effects of inflation	B.N 2
23			Measures to control inflation	B.N 6
A-4 Fourth Assignment Submission within 3 Days				
CO:4				
LO: To understand the concept short-run and long-run costs and to interpret the relationship between them and various revenue curves.				

Lecture No.	Unit No.	Topic	Sub-topic	Reference
25	5	Banking, Stock Market And Insurance	Banking: Functions of Commercial banks – Theprocess of credit creation	B.N 2 & B.N. 5
26			Banking: Functions of Commercial banks – Theprocess of credit creation	B.N 2
27			Stock Market	B.N 4
28			Insurance	B.N 1 & 3
29			Concept of Non Banking Finance Companies (NBFCs)	B.N 6
A-5 Fifth Assignment Submission within 3 Days				
CO:5				
LO: Distinguish between perfect competition and imperfect competition and be able to explain the price output relationships among competitive markets.				
30	6	SEBI	Concept of SEBI Stock Market – Meaning, functions and importance of StockMarket – Primary and Secondary Markets	B.N 5
31			Concept of SEBI Stock Market – Meaning, functions and importance of StockMarket – Primary and Secondary Markets	B.N 5
32			Concepts of (a) Shares (b) Debentures, Insurance	B.N 5
A-6 Sixth Assignment Submission within 3 Days				
CO:6				
LO: To explain how the balance of trade (surplus or deficit) affects the domestic economy, to connect them with globalization, international trade, and international finance				

VI: Reference Book

1. Dr. Abha Mittal Macro Economics, Taxmann's
2. Dwivedi, DN Macroeconomics : Theory & Policy, 3e Tata McGraw Hill
3. Gupta, G Macroeconomics: Theory and Applications, 3e Tata McGraw Hill

4. E.Shapiro ,Macro Economic Analysis Galgotia Publications.

5. International Economics, DM Mithani, Himalaya Publication house, Fifth edition 2007.

VII: Note

1. There will be six class tests /assignment/presentation of 10-15 minutes each without declaration of the date.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. The marks of the best of two major tests will be included in internal marks.
3. There will be two major group assignments; group size will be of 3 or 4 students. Each group will be given separate topic of assignment.
4. Class performance and discipline will be an important factor for assessing internal marks.
5. The result of each tests/assignment will be declared within one week.
6. If any student doesn't submit assignment on time, half marks credit will be given after submission of the assignment.
7. Attendance will be a multiplying factor as per given in academic plan.

VIII : Rubric for Internal Assessment

Subject: Economics II

BBA II Sem

Goal : Students will understand the economics and its practical implementation. Topic covered in this subject are national income, theories of employment and money, trade cycle and inflation and knowledge of banking, stock market and insurance. Students will be able to analyse all economic concepts in global prospective.

Objective: To generate understanding of the macroeconomics and impart knowledge of the function.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students are well aware with the core concept macro economics. They have good understanding about theories of economics, national income concept and banking, stock market and insurance.	% Students are able to understand the basic concepts of macro economics and its elements.	% Students understand the basic concepts of economics.	% Need to put efforts to understand the fundamentals of economics.

IX: Scheme of Internal Marks

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: English****Session: Jan - June****Class: BBA II Sem****I: Course Objective:**

The objectives of the course are to enable students to learn and to have a good working practice of English.

II: Examination:

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. The students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

III: Course Outcomes (CO):

CO1. To understand the use of English language

CO2. To learn the basic grammar and enhance writing skills

CO3. Awareness of English grammar for the communication purpose in a business environment

CO4. Helps in managerial decision making, and understanding of global business environment.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	1	3		1	1
CO2	1	1	1	1	3		1	1
CO3	1	1	3	1	3		1	1
CO4	1	1	2	2	3		1	3

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Prose (A.G. Gardiner) 1. On Saying 'Please' 2. On Habits 3. On Courage 4. On Fear 5. On Keyhole Morals.	A.G. Gardiner as an essayist	B.N. 1
2			Introduction & Summary of the Essay- On Saying 'Please'	B.N. 1,2
3			Introduction & Summary of the Essay- On Habits	B.N. 1,2
4			Introduction & Summary of the Essay- On Courage	B.N. 1,2
5			Introduction & Summary of the Essay- On Fear	B.N. 1,2,
6			Introduction & Summary of the Essay- . On Keyhole Morals	B.N.1,2
Assignment: Prepare assignment on the questions and exercises assigned in the class?				
CO:1				
LO: Understand the English Literature				
7	2	Poetry	Introduction of the poets	B.N.3,4
8		1. On His Blindness – John Milton	Summary and Explanation of the poem	B.N.3,4
9		2. It is not Growing Like a Tree – Ben Jonson	Summary and Explanation of the poem	B.N.3,4
10		3. Elegy Written in a Country Churchyard – Thomas Gray	Summary and Explanation of the poem	B.N.3,4
Assignment: Submission of Assignment related to difficult vocabulary in the poem.				
CO:2				
LO: Analyze and synthesize the idea and concept in English.				
11	3	English Grammar& Usages	Phrases & Clauses	B.N. 5, 6

Lecture No.	Unit No.	Topic	Sub Topic	Reference
			Sentences	
			Subject & Predicate	
			Noun: Meaning and usage	
			Pronoun: Meaning and usage	
			Adjective: Meaning and usage	
			Verb and adverb: Meaning and usage	
			Changing one part of speech with another	
			Tenses & Classification of Tenses	
Assignment: Submission of Assignment related to Grammar and Vocabulary practice exercises				
CO:2,3				
LO: Use of English grammar in day to day life.				
19	4	Concord; Agreement of the verb with its subject structure of sentence Element of a series Active & Passive Voice Reported Speech	Subject-Verb Agreement	B.N. 5
20			Construction of sentences	B.N. 5
21			Correction of Sentences	B.N. 5
22			Element of a series	B.N. 5
23			Active & Passive Voice	B.N. 5
24			Direct and Indirect narration	B.N. 5
Assignment: Submission of Assignment related to Grammar practice exercises				
CO:2,3				
LO: Effective communication skills with correct sentence formation.				
25	5	Paragraph Writing	Principles Of Paragraph Writing	B.N. 5,6

Lecture No.	Unit No.	Topic	Sub Topic	Reference
		Précis -Writing		
26			Guidelines For Paragraph Writing	B.N. 5,6
27			Practice exercises on paragraph writing	B.N. 5,6
28			Practice exercises on précis writing	B.N. 5,6
CO:2,4				
LO: Improved writing skills for a global business.				
29			The Essentials of a Business Letter	B.N. 5,6
30			Guidelines For Essay Writing	B.N. 5,6
31			Practice exercises on letter writing	B.N. 5,6
32			Essay Writing practice	B.N. 5,6
CO:2				
LO: Understanding the application of formal English writing				

VI: Book References:

1. Kumkum Bhardwaj, Professional Communication, I.K. International Publication, New Delhi
2. Solomon Ambuchelvan, What is what of English, Acme Learning
3. Deepshikha Jain, Communicative English Parshva Publishers
4. Rajshri Dewan, English and Business communication Acme learning
5. Thomson, A.J. and Martinet, A.V. (1986). Practical English Grammar, Oxford University Press, New Delhi.
6. Wren & Martin book on Grammar
7. Stanly Jones, English for Business Student.

VII: Note:

1. There will be assignments of equal weightage, given to students.
2. There will be major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of marketing environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment**Subject: English****BBA II Sem**

Goal : The students having a grasp on the mechanics and grammar of the language, and being able to speak, listen, write and read in English. Be able to communicate clearly and effectively in the English language in a practical setting.

with the knowledge and skills to communicate professionally on many levels including writing; speaking; conducting meetings; giving presentations and interpersonal skills.

Objective: To enable students to learn and to have a good working practice of English.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having basic command on English language by good practice of grammar and writing skill.	% Students having good working practice of English.	% Students having basic knowledge of English.	% Students having need of improvement at their learning and working practice level in English.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: BB204 Financial Management****Session: Jan – June****Class: BBA - II Sem**

I: Objective of course: To familiarize and develop an understanding of tools and techniques for effective analysis and interpretations of financial statement and methods for efficient management of funds of an entity with special reference to corporate form of business organization.

II: Examination: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments External examination shall be of 80 marks. There will be two sections. Section A, theoretical, is worth 32 marks with 3 questions out of which student will attempt any 2. Section B will contain practical, numerical questions having 5 questions and will be worth 48 marks and student will be require to attempt 3 questions with or without choice.

III: Course Outcomes(CO):

CO1 To understand the concepts & functions of Financial Management and getting acquainted with various financial decisions.

CO2 To develop understanding of various financial parameters through analyzing financial statements. To develop know how of the preparation of Cash flow statement.

CO3 Developing the conceptual understanding of leverages & their computation.

CO4 Evaluating various investment proposals for decision making and describe the concepts & methods of Working Capital management.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2	1					
CO 2	2			3				
CO 3	1			2				
CO 4	2			3				

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
International Business Finance				
1	1	Introduction	Concepts, Nature, Scope, Functions	B.N. 1
2			Objectives of Financial Management	B.N. 1
3			Financial Decisions: Investment, Financing and Dividend Decisions	B.N. 1
CO:1				
LO: Describe scope & functions of Financial Management and Financial Decisions involved in Business.				
4	2	Analysis and Interpretation of Corporate Final Accounts	Understanding the Parameters of Health of Business : Liquidity	B.N. 7
5				
6			Profitability	B.N. 7
7			Solvency and Efficiency Through Learning Computation	B.N. 7
8				
9			Interpretation of Various Tools of Financial Analysis	B.N. 7
10				B.N. 7
11			Preparation of Cash Flow Statement As Per Accounting Standard and Its Analysis	B.N. 7
12				B.N. 7
CO:2				
LO: Analysis & interpretation of financial ratios of the company and preparation of cash Flow Statement.				
13	3	Leverage Analysis	Developing the Concept of Leverage in Finance	B.N. 7

14			Computation and Inferences of Degree of Operating Leverage	B.N. 7
15			Financial Leverage and Combined Leverage	B.N. 7
16				
A-1., Submission within 4 days				
CO:3				
LO: Describe Leverages and various types of leverages. Computation of Operating leverage, Financial Leverage & Combined Leverage.				
17	4	Investment Deci- sion	Analysis of Risk and Uncertainty	B.N. 8
18			Concept and Computation of Time Value of Money	B.N. 7
19				
20				
21			Non-DCF Methods of Investment Appraisal	B.N. 7
22				
23				
24			DCF Methods of Investment Appraisal and Project Se- lection on the Basis of Investment Decisions,	B.N. 7
25				
26				
27			Valuating Investment Proposals for Decision Making, Capital Rationing	B.N. 7
CO:4				
LO: Define the concept of Time value of Money. Apply Investment Appraisal methods for evaluation & selection of different types of projects for decision making.				
28	5	Management of Working Capital	Concepts, Components, Need of Working Capital	B.N. 7
29			Determinants of Working Capital	
30			Computation of Working Capital for a Company	B.N. 7

31				B.N. 7
A-2., Submission within 5 days				
Class test				
CO:4				
LO: Describe the components of Working Capital management and apply the tools to measure the working capital requirement for the company.				

VI: Book Reference

1. Dr.R.P. Rustagi Fundamentals of Financial Management,Taxmann's
2. I.M. Pandey, Financial Management, Vikas Publication House, 8th Ed.,
3. Sudhindra Bhat , Financial Management Excel Book
4. Shurti Naagar Fundamental of Financial Management Parshva Publishers
5. Brigham, Fundamentals of Financial Management, 10th, Cengage Learning
6. Chandra Bose Fundamentals of Financial Management, PHI, 2009
7. Shashi K. Gupta & R. K Sharma, Financial Management,Kalyani Publishers,6th Edition,2008
8. S. P Gupta, Financial Management, Sahitya Bhawan Publication,

VII: Notes:

1. There will be individual assignment, group assignment, and group presentations.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.
7. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.

VIII : Rubric for Internal Assessment
Subject: Financial Management
BBA II Sem

Goal : To introduces the concept of financial management to the students and and provide a learning as how financial management can provide information for financial decision making for the companies to effectively manage their finances.

Objective: To familiarize and develop an understanding of tools and techniques for effective analysis and interpretation of financial statement and methods for effective management of funds of a business entity.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having understanding about preparation of final accounts, leverage, working capital and its impact on financial decision making.	% Students having understanding about final accounts and leverage.	% Students having understanding about preparation and interpretation of final accounts.	% Students having an understanding about functions and objectives of financial management.

IX: Scheme of internal marks

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan**

Subject: Human Resource Management
Class: BBA Sem II

Session: Jan - June

I: Objective of course:: To generate understanding of the human resource management and impart knowledge of the function

II :Examination : 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments External examination shall be of 80 marks. There will be two sections. Section A, theoretical, is worth 32 marks with 3 questions out of which student will attempt any 2. Section B will contain practical, numerical questions having 5 questions and will be worth 48 marks and student will be require to attempt 3 questions with or without choice.

III: Course Outcomes (CO):

- CO1 To make students aware of the various concepts, process and practices of HRM in the present business.
- CO2 To enable the students to work as a catalyst who can enhance cordial work relations in an organization.
- CO3 To understand the concept of work-life balance along with their career advancement.
- CO 4 To develop a holistic approach towards culturally diverse employees

IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3						1
CO 2				1	2		1	3
CO 3	2				3			
CO 4	1		2	3			2	

V: Session Plan:

Lecture No.	Unit No.	Topics	Sub Topics	References
1	1	Introduction TO HRM	Meaning, Nature and Scope of HRM	B.N. 1/B.N.4
2			HRM function and Role of HR Manager	B.N. 1/B.N.4
3			HRM function planning – objectives and policies	B.N. 1/B.N.4
4			Organizing the HRM Department.	B.N. 1/B.N.2
5			Organizing the HRM Department.	B.N. 2/B.N.3
6			Case Study	
Assignment				
7	2	Procurement and Development Functions	Job Analysis	B.N. 1/B.N. 2
8			Job Description	B.N. 1/B.N. 2
9			Job Specification	B.N. 1/B.N. 2
10			Recruitment	B.N. 1/B.N. 2
11			Selection	B.N. 2/B.N. 3
12			Placement	B.N. 2/B.N. 3
13			Induction	B.N. 1/B.N. 4
14			Socialization	B.N. 1/B.N. 4
15	Presentation			
16	3	Training & development	Training & Devlopment	B.N. 4/B.N.2
17			Training Methods	B.N. 1/B.N.2
18			Job change	B.N. 4/B.N.2
19			Promotion and Demotion	B.N. 4
20			Transfer	B.N. 4
21			Separations	B.N. 4/B.N.2
22	4	Compensation Function	Job evaluation – Merit rating – Methods of wage, payment	B.N. 3/B.N.2
23			Incentive compensation – Types, advantages, perquisites	B.N. 4/B.N.2

24			Wage system in India – Minimum wage, fair wage, living wage	B.N. 4
25			Case Study	
26	5	Maintenance and Integration Functions	Administration of welfare, amenities & fringe benefits	B.N. 1/ B.N.2
27			safety & accident prevention work, environment fatigue safety, accident prevention	B.N. 2/B.N.3
28			Employee grievances and their redressal	B.N. 2/B.N.3
29			Suggestion schemes, administration of discipline.	B.N. 2/B.N.3
30	6	Audit and Control Function	Performance appraisal – purpose, factors and methods	B.N. 1/ B.N.2
31			360 degree feed back uses and application	B.N. 1/ B.N.2
32			Human resource accounting	B.N. 1/ B.N.2

VI Book Reference:

- 1 Human Resource Management- S.P Robbins,Printice Hall Publication
- 2 Ashwathappa,K Human Resource Management,6e Tata McGraw Hill
- 3 Subba Rao, Essential of HRM and Industrial Relation, 2008, Himalaya Pub. House.
- 4 P.Jyothi &D.N.Venkatesh,Human Resources Management,Oxford,2010

VII Note

1. There will be a Group presentations of 30 minutes
2. Class performance and discipline will be an important factor for assessment.

VIII Rubric for Internal Assessment
Subject: Human Resource Management
BBA II Sem

Goal : Students develop the ability to understand the various aspects of human resource in an organization. Topics include -introduction to HRM, procurement and development, compensation function, maintenance and integration function, audit and control function, etc.

Objective: To generate understanding of the human resource management and impart knowledge of the function.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having an understanding about Human Resource Management in Organizations so that they improve their managerial effectiveness towards employees and have a knowledge of their function.	% Students having an understanding of human resource management and their function.	% Students having an understanding about Human resource management in an organization.	% Students need more efforts to develop an understanding of Human resource management and their functions in Organizations.

IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Management Information System**Session:** July - Dec**Class:** BBA - II Sem

I: Objective of course: The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

II: Examination : There shall be internal evaluation of 10 marks and practical examination for 20 marks. There shall be external examination for 70 marks in the paper. Internal shall be evaluated on the basis of test and assignment.

III: Course Outcomes(CO):

CO1 To understand the applications of information tools in Business operations

CO2 To study the development process of Management Information System

CO3 To learn use of information system to achieve business competitive advantages and data processing

CO4 To understand system design and the role of Information System in Managerial Decision Making

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	3	3		
CO2	3	2	2	2	2	3	1	
CO3	2	1	3	2	3	2	1	
CO4	2	1	3	2	3	3		

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction to MIS	The meaning and use MIS	B.N. 9
2			System View of Business, Process of MIS,	B.N. 9
3			Development of MIS within the organization, Management Process,	B.N. 9
4			Information Needs, System Approach	B.N. 9
5			Systems Approach in Planning MIS	B.N. 9

6			Systems Approach in Organizing and Controlling	B.N. 9
Assignment-1				
CO:1				
LO: To understand the concept of system in organization				
7	2	Planning MIS	Information system at various levels of Management(TPS,OAS,DSS)	B.N. 9
8			Information system at various levels of Management(HRIS,ESS,KWS)	B.N. 9
9			Planning of MIS	B.N. 9
10			Types of Plan	B.N. 9
11			Implementation of Management Information System	B.N. 9
12			Controlling Management Information System	B.N. 9
Assignment 2				
CO:2				
LO: To understand concepts of Management Information System (MIS).				
13	3	Data processing and Computer systems	Fundamentals of Data Processing	B.N. 12
14			Sources and flow of Data	B.N. 12
15			Components of Computer Systems	B.N. 12
16			Flow Charts, Examples of Flow chart	B.N. 12
17			Conversion of Manual to Computer Based Systems	B.N. 12
18			Computer Systems Software, Application Software, Telecommunication Modem	B.N. 12

Assignment-3. Group assignment,				
CO:3				
LO: To understand concepts of data processing.				
19	4	Managerial Decision Making	Decision Making, Definition	B.N. 10
20			Types of Decisions- Unstructured,Semi-structured and Structured decisions	B.N. 10
21			Decision Support System	B.N. 10
22			Components of Decision Support System	B.N. 10
23			Difference between MIS and DSS	B.N. 10
24			Examples of DSS	B.N. 10
Assignment-4				
CO:4				
LO: To know about managerial decision and its types and how DSS is supporting in decision making.				

25	5	System Design	System design consideration	B.N. 10
26			Input/output design	B.N. 10
27			Forms design	B.N. 10
28			File organization and database	B.N. 10
29			Data management	B.N. 10
30			File design	B.N. 10
31			Program design	B.N. 10
32			Control and security	B.N. 10
Class test				
CO:4				
LO: To understand basic concepts of system design.				

VI: Book Reference

- 1 Sushila Madan, Management Information System, 2010, Taxmann's
- 2 Goyal, Management Information System 3/e, 2010 Macmillan Publishers
- 3 Arora & Bhatia Management Information Systems, 2010, Excel Books
- 4 Management Kumar & Gupta Information Systems 2010, Excel Books
- 5 Laudon, Management Information Systems: Managing the Digital Firm, 11/e, Pearson
- 6 Managing and using Information Systems, 3rd edn, 2009, Wiley
- Reference books:
- 7 Rainer, Introduction to Information Systems: Supporting and Transforming Business, 2nd Edn, 2010, Wiley
- 8 McLeod-Management Information Systems 10/e, Pearson
- 9 O'Brien, James, Management Information System (SIE), 9e TMH 2009
- 10 Jawadekar Waman, Management Information Systems: Text & Cases, 4e TMH 2009
- 11 Davis, Keith, Management Information Systems, 2e TMH 2009
- Sinha and Sinha, Computer Fundamentals, BPB publications, 2009.

VII: Notes:

1. There will be individual assignment, presentations and group assignments.

2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.
7. The students are required to submit practical assignment in computer practical notebook for external viva voce.

VIII : Rubric for Internal Assessment
Subject: Management Information System
BBA II Sem

Goal : Students develop the ability to prepare and analyze increasingly complex problem solving solutions. Management Information Systems (MIS) is the study of people, technology, and organizations. it is the only major that focuses on both business processes and information technology side by side. Topics covered: System Design, Decision making, Information system, System design and so on.

Objective: The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having basic awareness of Computers in Business environment. Developing business systems with usage of information system. knowledge about Managerial Decision Making.	% Students having basic awareness of Computers in Business environment. Developing business systems with usage of information system.	% Students having basic awareness of Computers in Business environment.	% Students Need to learn basic technological know how's of computers & Information system.

IX: Scheme of internal marks

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Business Costing**Session:** July-Dec**Class:** B.B.A III Sem**I: Objective of the course:**

To familiarize and develop an understanding of basic concepts, methods and systems of costing used by business enterprises.

II: Examination: 80 marks for the university examination and 20 marks for internal. For internal evaluation there shall be tests for 10 marks and for project for 10 marks. The university examination to be based on analytical questions, there shall be four questions from the syllabus in the examination. There should be no internal choice and all four questions should be compulsory.

III: Course Outcome (CO):

CO 1 Acquire the concepts & functions of Cost Accounting and to have an overview of cost accounting standards.

CO 2 Students will get acquainted with the various elements of cost including Material cost, Labour Costs, direct expenses and overheads.

CO 3 To develop the skills to learn the concepts of various costing methods in business costing.

CO 4 To describe various cost accounting systems.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2	1					
CO 2	2	1	1					
CO 3	1			1				
CO 4	1			3				

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	Basics of Costing	Meaning and definition of Cost Accounting, Concepts of Cost ,Cost Object, Cost Centre and Profit Centre ;	B.N.1
2			Cost Control and Cost Reduction Classification of Costs, Overview of Cost Accounting Standards.	B.N.1
CO:1				
LO: Describe the concept & functions of cost accounting, cost object, cost centre and profit centre and cost control.				
5	2	Cost Elements:	Material Cost- purchase procedure, store keeping and stock control, pricing issue of material and accounting thereof,	B.N.1/5
6			Numerical Questions	B.N.1
7			perpetual inventory and physical stock taking, identification of slow, non-moving and fast moving items,	B.N.1/5
8			ABC analysis, JIT system, level of inventories and economic order quantity,	B.N.1
9			Numerical Questions	B.N.1/5
10			analysis, investigation and corrective steps for treatment of stock discrepancies – control through other means	B.N.1
CO:2				
LO: Develop the understanding of the concepts of various methods of material costing and controlling.				
11	3	Labour Costs	remuneration methods, monetary and non-monetary incentive schemes, payroll procedures,	B.N.1
12			labour analysis and idle time, measurement of labour efficiency and productivity, analysis of non productive time and its cost	B.N.1
13			Numerical Questions	B.N.1

14			Labour turnover and remedial measures, treatment of idle time and overtime.	B.N.1
15			Numerical Questions	B.N.1/2
16			Presentation I	
Assignment I				
CO:3				
LO: Develop the understanding of the concepts of various methods of Labour costing and remedial measures.				
17	4	Direct Expenses	Nature, collection, classification and treatment.	B.N.1/5
18			Overheads – nature, collection, classification,	B.N.1/5
19			apportionment, allocation and absorption	B.N.1/5
20			Numerical Questions	B.N.1/5
CO:4				
LO: : To get acquainted with the know-how of various direct expenses their classification, allocation and absorption.				
21	5	Costing Methods	Unit Costing	B.N.1/5
22			Numerical Questions	B.N.1/5
23			Job Costing, Batch Costing	B.N.1/5
24			Numerical Questions	B.N.1/5
25			Process Costing	B.N.1/2
26			Numerical Questions	B.N.1/5
27			Contract Costing,	B.N.1/5
28			Numerical Questions	B.N.1/5
29			Activity Based Costing, Target Costing, Costing for Services Sector.	B.N.1/2
CO:3,4				
LO: To learn the various costing methods including activity based costing and target costing.				
30	6	Cost Accounting	Accounting entries for an integrated and not integrated accounting system,	B.N.1/5

31		Systems	Reconciliation between cost and financial profit and loss account, interlocking accounting.	B.N.1/5
32			Presentation II	
Assignment II				
CO:3,4				
LO: To develop the understanding of various accounting systems and their reconciliation.				

VI: Reference Book:

1. M.N. Arora, Cost Accounting: Principle & Practices, 10th edition, Vikas Publishing House, 2007
2. Jawahar Lal : Cost Accounting; TataMcGraw- Hill Education (India) Ltd.
3. Arif Pasha Mohd. Cost Accountig, 2010, Vrinda Publication
4. Jelsy Joseph Kupappapally Accounting for Managers, PHI Learning
5. S.N. Maheshwari Cost & management Accounting; Sultan Chand & Sons.
6. S.P. Gupta, Cost Accounting, Sahitya Bhawan Publications.

VII: Note:

1. There will be 2 Assignments of subject on individual basis.
2. Student will be assessed on the basis of attendance, class participation, assignment and discipline.
3. Presentations will be assigned to group of 3-4 students on practical aspect of subject.
4. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
5. Final assessment will be on following basis:

VIII : Rubric for Internal Assessment**Subject: Business Costing****BBA III Sem**

Goal : To introduces the concept of Business costing to the students and provide a learning as how methods of costing can be used by the companies to provide

Objective: To familiarize and develop an understanding of basic concepts, methods and systems of costing used by business entities.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement

% Students having understanding about basic concepts of cost, cost elements, labour cost and methods of costing.	% Students having understanding about basic concepts of cost, cost elements and labour cost.	% Students having understanding about costs elements.	% Students having an understanding about meaning and concepts of cost.
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IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH
IPS ACADEMY, INDORE
Lesson Plan

Subject: Business Environment (BB 303)
Class: BBA – III Sem

Session: July - Dec

I: Course Objective:

To generate understanding of business environment and impart knowledge of the functions among students.

II: Examination Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

III: Course Outcome

CO 1: Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives.

CO 2: Familiarize the students with the business environment prevailing in India and in the world.

CO 3: Assess the impact of socio cultural environment on Business.

CO 4: Provide the understanding of Public sector enterprises in India.

IV: PO-CO Mapping: High 3, Medium 2 and Low 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2			3	3		3	3
CO2	3					2		
CO3			1					3

CO4								
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V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Business Environment	Meaning, Importance, Factors affecting business environment	B.N. 2, 3
2			Micro & Macro Env't.	B.N. 2, 3
3			Internal Environment	B.N. 2, 3
4			External Environment	B.N. 2, 3
5			Case: Business Environment	B.N. 5
Assignment: Analyze the Indian business environment for technological products				
CO:1				
LO: To understand the Factors affecting business environment in India.				
6	2	Economic Environment	What is Economic Environment, Features of Economic Environment	B.N. 2, 4
7			Elements of Economic Environment	B.N. 1, 2, 7
8			How Economic Policies Affects Business	B.N. 1, 2, 8
9			Economic Structure	B.N. 3, 6
10			Economic Condition	
11			Class Test	
Assignment: Compare any country with India on the basis of four important environments				
CO:1,2				
LO: Demonstrate the knowledge of Economic Environment, Nature of economy, structure of the economy and economic policies.				
12	3	Political Environment	Defining Political Environment, elements of Political Environment	B.N. 1, 2, 5

Lecture No.	Unit No.	Topic	Sub Topic	Reference
13			Role of Government in developing favorable economic environment	B.N. 1, 4
14			Legal environment, features of Legal environment	B.N. 2, 3
15			Difference b/w Political & Legal Environment	B.N. 1, 4
16			Group Presentation	
Assignment: Submit write up on presentation held in class				
CO:1,2				
LO: To know the Political Environment, roles of the government and legal environment in business management.				
17	4	Technological Environment	Concept and significance of technological environment	B.N. 3, 4
18			Elements of Technological Environment	B.N. 3, 4
19			Technological Environment in India	B.N. 3, 4
20			Regulation of Foreign Investment and Collaboration.	B. N. 3, 4
21			Case: The Cost of Delay	B.N. 5
Assignment: Submit write up on case discussed in class in your own way				
CO:1				
LO: To know the Technological Environment, Concept and significance of technological environment, regulation of foreign investment and collaboration.				
22	5	Social Environment	Defining Social & Cultural Environment	B.N. 2, 3, 5
23			Concept of Business & Society	B.N. 2, 3, 5
24			Culture & Language Impact on Business & Consumption	B.N. 2, 3
25			Socio-cultural Factors Affecting Business, Social Responsibility of Business (CSR)	B.N. 2, 3

Lecture No.	Unit No.	Topic	Sub Topic	Reference
26			Culture & Organizational Behavior	B.N. 2, 3
27			Business and Societal Development	B.N. 2, 3, 4
28			Case: P&G	B.N. 5
Assignment: Solve the Case: The Sensex, and submit findings (Refer B.N. 5)				
CO:3				
LO: To learn the Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business.				
29	6	Public & Private Sectors	Defining Public & Private Sector, Differentiation, Objectives	B.N. 3, 4
30			Industrialization, Privatization & Globalization	B.N. 2, 4
31			FDIs, FIIs & Disinvestment in India	B. N.1, 3, 5
32			Case: Globalization of POP Culture	B.N. 5
Assignment: Compare Indian Public & Private sector for economic growth of the country				
CO:4				
LO: To understand The contribution of Public sector enterprises in India, Privatization and disinvestment in India, Foreign Direct Investment in India, its impact on Indian economy.				

VI: Book References:

1. Neelmegham, **Business environment, 2011, Vrinda Publication**
2. Aswathappa k, **Essentials of Business environment, Himalaya publishing house.**
3. Paul, Justin, **Business Environment, Tata McGraw Hill**
4. Palwar, **Economic Environment of Business, PHI, New Delhi, 2009**
5. Francis Cherunilam, **Business Environment, Himalaya publishing house**

VII: Note:

1. There will be 6 unit wise class tests/assignments/presentations of equal weightage.

2. There will be two major group assignments, group size of 4, each group will be given separate topics for to discuss and presentation which will increase the understanding and practical approach of towards business environment concepts.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment

Subject: Business Environment

BBA III Sem

Goal : It will provides students with the knowledge and skills to get knowledge about international business environment and various economic factors and international organizations by which they can easily identify challenges and opportunities of doing business in international market.

Objective: To generate understanding of business environment and impart knowledge of the function

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students Having an understanding about business environment Particularly economic, Sociocultural, Political and Its Impact on Business in India and world	% Students Having basic understanding about business environment prevailing in India and world with Implications to business.	% Students Having understanding about business environment.	% Students Need More efforts for Concept at Business Environment Level.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE**Lesson Plan****Subject: Business Statistics****Session: July- December****Class-BBA- III**

I: Objectives of course: To generate understanding of the statistics in business decision making and impart knowledge of the tools of statistics.

II: Examination: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions; questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

III: Course Outcome:

CO1. To prepare students for lifelong learning and successful careers using their statistical skills and application in business problems.

CO2. To develop decision making skills pertinent to the practice of statistics, including the students' abilities to formulate problems, to think creatively, and to synthesize information.

CO3. To train students thoroughly in methods of analysis and computation, including the computational skills appropriate for statistical tool based data analysis.

CO4. To teach students different forms of data and also help them in evaluating different concepts of probability and applying them.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	2	-	-	3	1	-	-	-
CO2	2	1	-	3	-	-	2	-
CO3	-	-	1	3	-	-	-	-
CO4	-	-	-	3	-	-	-	-

V: Session Plan:

Lecture No	Unit	Topic	Sub Topic	Reference
1	1	Introduction to statistics	purpose of statistics kinds of numbers, measurements, variables	BN-1,BN-2
2			attributes, UNITs, discrete and continuous data	BN-1,BN-2
3			Frequency distributions, continuous frequency distribution graphic representation	BN-1,BN-2
4			Histogram, frequency polygon and their uses	BN-1,BN-2
CO:1				
LO: To understand the purpose of Statistics and examine different forms of data including their graphical representation.				
5	2	Measures of central tendency	Mean, Median	BN-2,BN-3
6			Mode	BN-2,BN-3
7			Measure of Dispersion, Range, mean deviation	BN-2,BN-3
8			standard deviation, coefficient of variations	BN-2,BN-3
CO:2				
LO: To understand one of the most important concepts of statistics, the central tendency and measures of dispersion.				
9	3	Concept of probability	Law of Addition	BN-2,BN-3
10			Law of Multiplication	BN-2,BN-3
11			conditional probabilities	BN-2,BN-3
12			Random variables, its expectation and variances, Applications	BN-2,BN-3
13			Probability distributions, Binomial distribution	BN-2,BN-3
14			Poisson distribution	BN-2,BN-3
15			Normal distribution	BN-2,BN-3
Assignment 1: Meaning, definition and business applications of statistics				
CO:4				
LO: To understand the concept of probability and develop the efficiency in application of probability				

distribution.				
16	4	Population parameters and sample statistics	Introduction	BN-2,BN-3
17			standard error, sampling distributions of statistics	BN-2,BN-3
18			large sample tests	BN-2,BN-3
19			large sample tests	BN-2,BN-3
20			single mean, Difference of means	BN-2,BN-3
21			single proportion, Difference of proportions	BN-2,BN-3
CO:3				
LO: To understand the concept of population and samples including forming an idea about different sample tests..				
22	5	Correlation and regression	Scatter Diagram, Coefficient of correlation	BN-2,BN-3
23			Rank Correlation	BN-2,BN-3
24			Lines of Regression	BN-2,BN-3
25			index numbers, Simple, weighted	BN-2,BN-3
26			consumer price index wholesale price index	BN-2,BN-3
CO:3				
LO: To understand the concept of correlation and regression.				
27	6	Time Series	Time series and its components	BN-2,BN-4
28			Trends- seasonal, cyclical, irregular	BN-2,BN-4
29			Measurement of trends- semi average, moving average	BN-2,BN-4
30			Least square method	BN-2,BN-4
31			Measurement of seasonal fluctuations, simple averages Ratio to trend method	BN-2,BN-4
32			Ratio to moving average method, simple problems	BN-2,BN-4
Assignment II: Define Components of Time series with suitable examples and diagrams				
CO:2,3				

LO: To develop an understanding of time series analysis including problem solving applications.

VI: Book References:

1. S.P. Gupta, " Statistical Methods ", New Delhi, Sultan Chand and Sons, 2007
2. S.C. Gupta, Business Statistics, Himalaya Pub House, 2008
3. Ajay goyal & Alka goyal, Mathematics and statistics, 4th edition, taxman publication
4. D.C sancheti & V K kapoor, statistics-theory, methods and application, sultan chand & sons

VII: Note:

1. There will be 2 individual assignments.
2. There will be 2 major tests based on the practical and theory aspects of the subjects, each carry 4 marks, the marks of the better of two major tests will be included in internal marks.
3. Attendance will be a multiplying factor which will render significant impact on the internal marks of the student.
4. Class performance and discipline will be an important factor for assessing internal marks. It carries 4 marks.

VIII : Rubric for Internal Assessment

Subject: Business and Statistics

BBA III Sem

Goal : Students are introduced to the use the concepts and methods of statistics, including Time series, correlations and regression.

Objective: To generate understanding of the statistics in business decision making and impart knowledge of the tools of statistics.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having command on statistical techniques and their application to business problems with concept and evaluation.	% Students having basic command on statistical techniques and their application to business problems.	% Students having command on statistical techniques.	% Students Need More Efforts for Solution and Basic Concept of Statistical Techniques.

IX: Scheme of internal marks:

Class Participation			Internal Assessment		Total	Final Internal Marks Out of 20
Presentation	Quiz	Assignment	Internal	VIVA		
Out of 20	Out of 20	Out of 20	Out of 20	Out of 20	100	

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Marketing Management****Session: July-December****Class: BBA III Sem**

I: Objective of the Course: The objective of this paper is to create awareness about International management system of different countries.

II: Examination: The faculty member will award marks out of a maximum of 20 marks (Internal Evaluation). The semester examination will be worth 80 Marks (External evaluation).

III: Course Outcome:

CO1. Understand the role and functions of marketing within a range of organizations.

CO2. Capture market insights from the environment.

CO3. Understand distribution networks and implementation of marketing strategies accordingly.

CO4. Apply sustainable marketing practices into business

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3				2			
CO 2	1	2	3					
CO 3		2	2	3			1	
CO 4	2	3			1			

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Marketing	Meaning - concept - functions	B.N. 1,2
2			marketing Planning	B.N. 1,2
3			Implementation marketing Program's	B.N. 1,2
4			Marketing environment	B.N. 1,2
5			Micro and Macro.	B.N. 2,3
6			Case study	B.N. 2,3
7			Class test	
CO:1				
LO: Understanding core concepts of marketing and the role of marketing in business and society.				
8	2	Market Segmentation	Market Segmentation	B.N. 2,3
9			consumer behaviour	B.N. 2,4
10			Decision process	B.N. 2,4
11			Marketing Research Marketing information system	B.N. 2,3
12			Class test	B.N. 3

13			Assignment	
CO:2				
LO: Basics of STP, its implementation and role of MIS and research in the field of business.				
14	3	Product	Meaning, policies	B.N. 3,4
15			positioning	B.N. 3,4
16			New product	B.N. 4
17			Case study	B.N. 4
CO:3				
LO: To understand the fundamental concepts of Product and its development.				
18	4	Pricing	Pricing objectives	B.N. 2
19			Setting and modifying the price	B.N. 3
20			Initiating price changes	B.N. 3,4
21			Responding to price changes Case study	B.N. 2,3
Assignment				
CO:4				
LO: Different pricing methods and pricing performance in profit generation.				
22			Promotion Mix	B.N. 2,3

23	5	Promotion	Advertisement	B.N. 5
24			Message - copy writing	B.N. 5
25			Media strategy, sales promotion ^[L] _[SEP]	B.N. 3
26			Personal selling, publicity ^[L] _[SEP]	B.N. 2
27			Case study	B.N. 3
CO:3				
LO: Different aspects of promotion and its role in marketing.				
28	6	Physical Distribution and Strategies	Distribution Mix	B.N. 4
29			Managing channel - intermediaries ^[L] _[SEP]	B.N. 3
30			transport and warehousing ^[L] _[SEP]	B.N. 2
31			Case study	B.N. 1
32	Assignment			
CO:3,4				
LO: The benefits of introducing the channel members and their function to smoothen the business operation.				

VI: Reference Books:

1. Debraj Dutta Mahua Dutta, **Marketing Management**, 2010, Vrinda Publication
2. P.K. Chopra, **Marketing Management**, 2010, Dreamtech Press, New Delhi
3. V.S. Ramasamy & Namakumari.S, **Marketing Management**, 2010, Macmillan,
4. Saxena, **Marketing Management**, 2010, Tata McGraw Hill^[1]_{SEP}
5. Chandra Bose, **Modern Marketing Principle and Practices**, 2010, PHI Learning

VII: Note:

1. There will be 5 class tests/assignments/presentations of equal weightage.
2. There will be one major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of Comparative International Management.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment**Subject: Marketing Management****BBA III Sem**

Goal : The subject gives an insight about marketing environments, modern marketing techniques and its importance into current business scenario. Topics under this subject are basics of marketing, segmentation, targeting and positioning and marketing mix.

Objective: To generate understanding of the marketing management and impart knowledge of the function.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__ Students	__ Students	__ Students	__ Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having an command over subject that includes basics of marketing, marketing mix, recent trends and its implementation in current business scenario.	% Students having understanding about marketing and its basic function.	% Students' subject knowledge is moderate.	% students need to put efforts for learning and understanding the subject.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE**Lesson Plan****Subject: Operations Management****Session: July- December****Class-BBA-III**

I: Objectives of course: To give understanding of operations as function and skills of major decisions area in operations as function.

II: Examination: There shall be 20 marks for internal evaluation and 80 for external paper. Examination paper shall have two sections Section A and Section B. Section A shall have theoretical questions and section B shall have numerical. There shall be five questions in section A and three shall be answered for 48 marks. The section B shall have 4 questions and two to be answered for 32 marks.

III: Course Outcome:

CO1: To understand the core features of operations and production management functions at the strategic and operational level both to improve the working of organization.

CO2: To understand and describe the boundaries of operation management and recognize its interface with other functional area within the organization.

CO3: To understand analysis of operational situations on the basis of qualitative and quantitative both level. And also able to evaluate production management strategies critically for the application of analytical models, frameworks, tools and techniques relevant to production.

CO4: To understand the quality management and development of skills needed for the effective operations management.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	-	3	-	-	-	-	-	-
CO2	1	2	1	-	-	-	-	-
CO3	3	2	1	3	-	-	3	-
CO4	3	2	-	3	-	-	-	-

V:Session Plan:

Lecture No	Unit	Topic	Sub Topic	Reference
1	1	Introduction to Production and Operations Management	Nature of Production, productions and system, production as an organizational function	BN-1,BN-2
2			decision making in production, production management and operations management	BN-1,BN-2
3			Characteristics of modern production and operation management	BN-1,BN-2
4			Organization of Production function	BN-1,BN-2
5			recent trends in production/operations management	BN-1,BN-2
CO:1				
LO: To introduce students with the basic concepts, models and statements of the operations management theory.				
6	2	Production process, manufacturing and service operations	production process, manufacturing operation	BN-1,BN-2
7			service operations, selection of process non manufacturing or service operations	BN-1,BN-2
8			difference between manufacturing and service operations, classification of manufacturing process	BN-1,BN-2
9			manufacturing operations as conversion process, characteristics of modern manufacturing process	BN-1,BN-2
CO:2				
LO: Student will understand production process, manufacturing process and service operations. Students will also understand the basic difference of all these three processes.				
10	3	Design of production system	Product, process and production design	BN-1,BN-5
11			factors influencing product design	BN-1 BN-5
12			approaches for product design, process planning and process design	BN-1 BN-5
13			process selection, process management, major process decisions	BN-1,BN-5

Assignment I: Define production process and approaches to production design**CO:3**

LO: Students will understand the concept of production process, selection and design, and will also understand the concept of product design and its approaches.

14	4	Plant location & Plant layout	Location theories, freedom of locations	BN-3,BN-4
15			errors in selection, steps in location selection, relative importance of location factors	BN-3,BN-4
16			location models	BN-3,BN-4
17			location models	BN-3,BN-4
18			Meaning, definition scope and of facility layout, factors influencing layout	BN-3,BN-4
19			types of layout, importance of layout, layout planning, layout tools and techniques	BN-3,BN-4
20			layout planning, layout tools and techniques	BN-3,BN-4
21			analysis if layout with computers, criteria for selection and design of layout, layout design procedure	BN-3,BN-4

CO:4

LO: Become familiar with the concept of location and layout planning and also types of location and layout designs.

22	5	Materials Management	Overview of materials planning	BN-3 BN-5
23			functions, meaning and operations of material planning	BN-3,BN-5
24			material requirement planning-Numerical	BN-3,BN-5
25			material requirement planning-Numerical	BN-3,BN-5
26			over view of Store management objectives & functions	BN-3,BN-5

CO:3

LO: Student will understand the material management and store management concept within given layout. Also become familiar with the planning of material required for an organization.

27	6	Quality control	Purpose of inspection and quality control	BN-3,BN-5
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28		control charts	BN-3,BN-5
29		acceptance sampling by variable and attribute	BN-3,BN-5
30		Numerical- control charts	BN-3,BN-5
31		Numerical control charts	BN-3,BN-5
32		Sample plan OC curve, AQL, AOQL, LTPD	BN-3,BN-5
Assignment II: Layout planning, different types of layouts with suitable example			
CO:4			
LO: Student will understand the concept of quality control for both product and process. They will be able to use different tools and techniques of quality control.			

VI: Book References:

1. K. Ashwathappa, Production and Operation Management, Himalaya Publishing House.
2. R.B. Khanna, Production and Operation PHI private Ltd. New Delhi, 2006
3. S.N. Chary, Theory and Problems in Production and Operations Management, TMH 6
4. R. Paneerselvam, Production and Operations Management, PHI Learning, 2009
5. B. Mahadevan; Operation Management; Theory and Practice' Pearson Education, Fifth Edition, New Delhi
6. Jack R. Meredith, Scott. M. Shafer, Operation Management for MBAs ,Wiley India edition

VII:Note:

1. There will be 2 individual assignments.
2. There will be 2 major tests based on the practical and theory aspects of the subjects, each carry 4 marks, the marks of the better of two major tests will be included in internal marks.
3. Attendance will be a multiplying factor which will render significant impact on the internal marks of the student.
4. Class performance and discipline will be an important factor for assessing internal marks. It carries 4 marks.

VIII : Rubric for Internal Assessment
Subject: Operations Management
BBA III Sem

Goal : To provide skills and competencies in operations management to contribute to an organization upon entry. Students will develop an awareness of the principal operational issues and constantly evaluate and modify processes to maintain efficiency and effectiveness in accordance with the company's goals.

Objective: The course will give student understanding of operations as function and skills of major decision area in operations as follows

20-16 Marks	15-11 Marks	10-06 Marks	05-00 Marks
____Students	____Students	____Students	____Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% of the student will be able to apply the of concepts and theories used in operations management for achieving efficiency and quality superiority.	% students have lesser understanding of the concepts & theories used in operations management for achieving efficiency and quality superiority.	% Offers minimal understanding of the concepts & theories used in operations management for achieving efficiency and quality superiority.	% Have Low degree of association & attempt to identify and summarize the problem accurately.

IX: Scheme of internal marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Organization Behavior**Session:** Jul-
Dec**Class:** BBA III Sem

I: Course Objective: The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources and impart knowledge of the function.

II: Examination: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignment. External examination shall be of 80 marks for two sections, section A and B. The section A shall have 6 questions; questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

III: Course Outcomes (CO):

CO 1 Recognize, explain, predict and manage individual behaviour in organizations.

CO 2 Employ theories and skills of coordinating and motivating teammates to achieve the best results.

CO 3 Identify and develop employees' leadership potential to its fullest.

CO 4 Apply inter-personal communication skills to diagnose and analyse organizational and behavioural problems and recommend appropriate courses of action.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1		2		1		1	3
CO 2		3		1				1
CO 3	2	1	2	1			1	1
CO 4	1		2	1	1		1	2

V: Session Plan:

Lecture No.	Unit No.	Topics	Sub Topics	References
1	1	OB	OB History and Development; Importance of OB to the field of management	B.N. 5/B. N. 6
2			Basic behavioral Process:	B.N.5/B. N. 6
3			Cognitive functions - intelligence, Creativity, Problem solving,	B.N. 5/B. N. 6
4			Learning and its process - implications	B.N. 5/B. N. 6
5			Case Study	
CO:1				
LO: Helping students to understand basic concept of OB to help them analyze the behavioral and learning process in an organization.				
6	2	Attitudes and Values	Attitudes	B.N. 3/B. N. 6
7			Values	B.N. 3/B. N. 6
8			Personality - Concepts, theories, estimation and applications	B.N. 3/B. N. 6
9			Perception - implications,	B.N. 3/B. N. 6
10			Counseling - importance and relevance.	B.N. 3/B. N. 6
11			Case Study	
Assignment (Worksheet)				
CO:2				
LO: The concept of attitude, personality and perception is learnt by the students with the help of various theories.				
12	3	Motivation	Theories	B.N. 4/B.N. 1
13			Theories	B.N. 4/B.N. 1
14			Applications to management	B.N. 4/B.N. 1

15			Case Study	
CO: 2				
LO: An understanding of various theories of motivation and their application by managers in an organization to motivate the employees and gain increased productivity.				
16	4	Leadership	Role and functions of a leader,	B.N. 3/B. N. 6
17			Leadership theories and styles	B.N. 3/B. N. 6
18			Implications for management, Alternatives to leadership	B.N. 3/B. N. 6
19			Case Study	
CO:3				
LO: Students will learn different leadership theories and styles that have an implication for management, also various functions of a leader will be learned.				
20	5	Organizational Development	Approaches	B.N. 1/ B. N. 5
21			Intervention strategies & implementation	B.N. 1/ B. N. 5
23			Organizational culture: relevance of culture in the changing scenario	B.N. 1/ B. N. 5
24			Organizational Politics	B.N. 1/ B. N. 5
25			Impression management and defensive behavior	B.N. 1/ B. N. 5
26			Case Study	
CO:4				
LO: This unit will guide the students to develop an understanding of organizational development and culture through which they will learn to analyze and manage the changing culture.				
27	6	Organizational change	Approaches and resistance to change, Manager as a change agent	B.N. 1/ B. N. 5
28			Conflict management, nature, sources	B.N. 1/ B. N. 5
29			Current applications and future trends in OB	B.N. 1/ B. N. 5
30			Case Study	
31	Presentation			

32	Presentation
CO:4	
LO: To enhance the conflict management technique and to make them understand organizational change and various approaches to manage organizational changes and conflicts.	

VI: Book References:

1. Kamran Sultan Organizational behavior , 2011,Dreamtech Press
2. Agrawal P.K,Management Process & Organisational Behaviour,2011,Vrinda Pub
3. R. S. Dwivedi, “Human Relations and Organizational Behavior: A Global Perspective”, Macmillan
4. Stephen P. Robbins, Timothy A Judge, “Organizational Behaviour”, Pearson
5. K.Aswathappa: Organisation Behaviour, Himalya publishing House
6. Kavita Singh : Organisational Behaviour Text and Cases , Pearson

VII: Note

- 1 There will be 2 group major assignment. Group size will be 4-5 students
- 2 There will be Group presentations of 30 minutes.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.
- 4 The results of each tests and assignments will be declared within one week.
- 5 If any student does not submit assignments at time, credit will be given half mark after submission of assignment.

VIII: Rubric for Internal Assessment

Subject: Organization Behaviour
BBA III Sem

Goal : Students examine a basic framework for understanding the behavior of individuals, groups that are influenced by each other and by the structure of the organization.

Objective: Students gain understanding of organizational behavior and impart knowledge of the function.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
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__ Students Outstanding	__ Students Accomplished	__ Students Meets the Criteria	__ Students Need Improvement
% student were outstanding and able to demonstrate basic organization behavior concepts and theories of learning, leadership and motivation. Organizations at cross cultural level so that they can improve their managerial effectiveness towards Team.	% student have lesser understanding of the concepts & theories used in human Behavior in organizations at cross cultural level.	% student have minimal understanding of the concepts & theories used in human Behavior in organizations .	% Students Need More efforts for Understanding of Human Behavior in Organizations.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH
IPS ACADEMY, INDORE
Lesson Plan

Subject: Entrepreneurship

Session: Jan- June

Class: BBA IV Sem

I: Course Objectives: The objective of this course is to familiarise the students with the ground realities of starting & managing their own Entrepreneurial ventures.

II: Examination: 20 marks for internal evaluation. The assessment will be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions; questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

III: Course Outcome:

CO1 Understanding the basics of Entrepreneurship and real life issues therein.

CO2 Application of Theoretical concepts into practice while facing business problems.

CO3 Contributes in Developing Reasoning and Analytical ability to foster Decision Making.

CO4 Nurturing Entrepreneur Skills and Leadership Abilities.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3		1	1			3	3
CO 2		3	2		2		2	-
CO 3	2		3	2	1		2	-
CO 4	2	1	2	3				1

V:Session Plan:

Lecture No.	Unit No.	Topics	Sub Topics	Reference
1	1	Entrepreneurship	Introduction, definition & Entrepreneurial Traits	B.N. 1/2
2			Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur	B.N. 1/2
3			Entrepreneurial decision process	B.N. 1/2
4			Role of Entrepreneurship in Economic Development	B.N. 1/2
5			Ethics and Social responsibility of Entrepreneurs	B.N. 1/2
6			Opportunities for Entrepreneurs in India and abroad	B.N. 1/2
7			Woman as Entrepreneur	B.N. 1/2/3
8			Case Study	
CO:1				
LO: Understanding Concept of being an Entrepreneur; Decision making Process, Role, Ethics n Responsibility & Opportunities for an entrepreneur.				
9	2	Creating and Starting the Venture	Sources of new Ideas& Methods of generating ideas	B.N. 1/2/3
10			Creating problem solving, product planning and development process	B.N. 1/2/4
11			Case Study	
CO:2				
LO: Develops awareness about creative problem solving techniques and methods for generating new ideas and product planning process.				
12	3	. The Business Plan	Nature and scope of Business plan	B.N. 1/2/4
13			Writing Business Plan	B.N. 1/2/3
14			Evaluating Business plans, Using and implementing business plans	B.N. 1/2/3
15			Marketing plan, financial plan and the organizational plan,	B.N. 1/2/3
16			Launching formalities	B.N. 1/2/3
17			Case Study	
18	Assignment			
LO:3				
CO: Knowledge of Writing a Business Plan, evaluating it and understanding the basic concepts of Launching formalities for an organisation.				

19	4	Financing and Managing the new venture,	Sources of capital, Record keeping	B.N. 1/2/4
20			Recruitment, motivating and leading teams	B.N. 1/2/3
21			Financial controls, Marketing and sales controls	B.N. 1/2/4
22			E-commerce and Entrepreneurship, Internet advertising	B.N. 1/2/3
23			Case Study	
24			Presentation	

LO:4

CO: Awareness about; various sources of raising capital, leading teams ,E-Commerce & Internet advertising.

25	5	New venture Expansion Strategies	Joint ventures, acquisitions, merger & Franchising.	B.N. 1/2/3
26			Public issues, rights issues, bonus issues and stock splits. Issues and stock splits	B.N. 1/2/3
27			Case study	

LO:2,3

CO: Knowledge about New venture expansion strategies; joint venture, merger, acquisition, franchise.

28	6	Institutional support to Entrepreneurship	Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development Corporation (IDC), State Financial corporation (SFCs)	B.N. 1/2/3
29			Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC),	B.N. 1/2/4
30			National Small Industries Corporation (NSIC),Small Industries Development Bank of India (SIDBI)	B.N. 1/2/3
31			Case Study	
32	Presentation			

LO:4

CO: Awareness about various institutional support to entrepreneurs like KYIC, DICs, SFCs, SIDBI, etc.

VI: BOOK REFERENCE:

1. Alpana Trehan, Entrepreneurship, 2011, Dreamtech Press New Delhi
2. Naidu & Krishna Rao, Management and Entrepreneurship, IK International Publication
3. Charanthimath, Entrepreneurship development small business enterprises, Pearson education, 2008
4. Vasant Desai: Small scale Industries and Entrepreneurship, Himalaya Publishing House, 2009.

VII: Note:

1. There will be group major assignment. Group size will be 4-5 students
2. There will be group presentations.
3. Class performance and discipline will be an important factor for assessing internal marks, it carries 4 marks.
4. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
5. Attendance will be multiplying factor as per given in academic plan.

VIII : Rubric for Internal Assessment**Subject: Entrepreneurship****BBA IV Sem**

Goal : Students will be able to demonstrate various aspects of Entrepreneurship like business plan, business strategies and issues related with new venture.

Objective: The objective of this course is to familiarise the students with the ground realities of starting & managing their own Entrepreneurial ventures.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
Students	Students	Students	Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% understands the all concepts which includes Creating and Starting the Venture, Business Plan, Financing and managing the new venture, Expansion Strategies and Issues and Institutional support to Entrepreneurship for new venture	% understands most important concepts which includes Creating and Starting the Venture, Business Plan and Strategies	% understands basic concepts of the Entrepreneurship	% Have Low degree of association & attempt to identify and summarize the problem accurately.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation	Quiz	Assignment	Internal	VIVA		
Out of 20	Out of 20	Out of 20	Out of 20	Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Indian Legal System for Business**Session:** Jan.-June**Class:** B.B.A IV Sem**I: Objective of the course:**

The objective of this course is to acquire the students various laws, which are to be observed in performing the day-to-day business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than cases.

II: Examination: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions; questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B

III: Course Outcome:

CO 1: Understanding the nature and sources of law, and the governing legal and judicial system.

CO 2: Apply basic legal knowledge to business contracts.

CO 3: Awareness of different latest provisions of law.

CO 4: Application of legal theory to determine the legal issues in assigned cases.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1					3			
CO 2			2		3			
CO 3		1	2		3			2
CO 4		2	2		3			2

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	The Indian Contract Act, 1872	General Introduction to law of Contracts and Definitions	B.N.1
2			Essential Elements of a Valid Contract Case: Balfour v Balfour [1919] 2 KB 571	B.N.1/2/3

3			Essential Element – Offer & Acceptance <u>Case</u> :Carlill v Carbolic Smoke Ball Company [1892] <u>Case</u> :Lalman Shukla V GauriDutt(1913)11 All.1.J.489 <u>Case</u> : Brogden vs. Metropolitan Rail. Co., (1877)2.A.C.66	B.N.1/2/3
4			Essential Element – Consideration <u>Case</u> : Durga Prasad Vs. Baldeo. (1880) 3 All. 221 <u>Case</u> :ChinnayaVs.Ramayya, (1882) 4 Mad.137	B.N.1/2/3
5			Essential Element – Capacity to Contract <u>Case</u> : MohiriBibi Vs. DharmodasGhosh (1903) 30 Cal. 539.	B.N.1/2/3
6			Essential Element – Free Consent	B.N.1/2/3
7			Kinds of Contracts	B.N.1/2/3
8			Performance & Discharge of Contract	B.N.1/2/3
9			Breach of a Contract and Its Remedies	B.N.1/2/3
10			Quasi Contract	B.N.1/2/3
11			Indemnity and Guarantee	B.N.1/2/3
12			Bailment and Pledge	B.N.1/2/3
13			Contract of Agency	B.N.1/2/3

CO:1

LO: Develop an understanding of the Indian Contract Act, 1872 and utilizing the contractual terminology and methods of the various types of contracts.

14			Introduction to Contract of Sale of goods, Definitions & Kinds of Goods	B.N.1/2/3
15			Sale & Agreement to Sale	B.N.1/2/3
16			Sale & Hire Purchase Agreement Sale & Bailment	B.N.1/2/3
17	2	Sale of Goods Act, 1930	Conditions & Warranties. Doctrine of Caveat Emptor <u>Case</u> :Ward Vs. Hobbs, (1878) 4 App. Cas.13	B.N.1/2/3
18			Unpaid Seller & Rights of Unpaid Seller – Part 1	B.N.1/2/3
19			Unpaid Seller & Rights of Unpaid Seller – Part 2	B.N.1/2/3

Assignment No.1**CO:2**

LO: Understanding the meaning of Contract of Sale of goods and essentials of contract of sale. Understanding the provisions of Sale of Goods Act and applying them practically.

20		The Negotiable	Negotiable Instrument Act, 1881- Characteristics and types of instruments.	B.N.4/5/7
22			Cheque, Parties to Cheque& crossing of cheque. Difference between Cheque & Bill of Exchange	B.N.4/5/7
23	3		Negotiation & Assignment Types of Endorsement	B.N.4/5/7
24			Holder & Holder in due course through case discussion	B.N.4/5/7

		Instrument Act, 1881	Payment in due course	
25			Dishonour and Discharge an Negotiable Instruments	B.N.4/5/7
CO:3				
LO: Knowing the meaning and features of negotiable instruments and differences between them. Explain Negotiation, assignability, dishonor and discharge of negotiable instrument.				
26	4	Consumer Protection Act, 1986	Definitions, Consumer Rights, Exploitation of Consumer and Utility of Consumerism. <u>Case:</u> Life Insurance Corporation of India vs. Shri ChaturBihariLal, Appeal no.29/89 (Raj.) <u>Case:</u> Oswal Fine Arts Vs. M/s. HMT, Madras – Petition No. 1/88 (Del). Consumer Protection & Redressal of Consumer Grievances – Consumer Forums and Advisory Councils	B.N.2/4/6
CO:4				
LO: Understand the meaning of Consumer and Consumer Rights. Knowing the redressal Mechanisms under the Consumer Protection Act.				
27	5	The Companies Act, 1956	Companies Act, 1956 – Characteristics of a Company, Lifting of Corporate veil <u>Case:</u> Salomon v A Salomon & Co Ltd [1896] UKHL 1, [1897] AC 22 Types of Companies	B.N.1/4/5
28			Memorandum and Article of Association and difference between the two Doctrine of ultra vires Doctrine of Indoor Management Doctrine of Constructive Notice	B.N.1/4/5
29			Shareholders and Debenture Holders Minority Protection	B.N.1/4/5
30			Winding-up of Companies	B.N.1/4/5
Assignment No.2				
CO:4				
LO: Develop an understanding of The Companies Act, 1956. Understanding the classification of companies under the Companies Act and Winding up of Company. Understand the meaning of Memorandum of Association and Articles of Association and compare between the two.				
31	6	Indian Partnership Act, 1932	Definition and Nature of Partnership. Formation of Partnership <u>Case:</u> Cox vs Hickman (1860), H.L.C. 268	B.N.2/4/6
32			Rights, Duties and Liabilities of Partners Dissolution of Partnership Firm.	B.N.2/4/6
CO:2				
LO: Understand the concept and law of partnership and be clear about its essentials.				

VI: Reference Book:

1. M.C. Kuchhal&VivekKuchhal, Business Legislation for Management, 4th edition,Vikas Publishing House, 2013.

2. K.R.Bulchandani, Business Law for Management, 2008, Himalaya Publishing House.
3. C.L.Bansal, Business and Corporate Laws, 1st edition, Excel Books, 2006.
4. K.C. Garg, V.K.Sareen, Mukesh Sharma, R.C.Chawala, Mercantile Law, 12th Edition, Reprint 2007, Kalyani Publishers.
5. V.S.Datey, Business and Corporate Laws, 5th edition, Taxmann's Allied Services (P) Ltd.
6. Rohini Aggarawal, Mercantile Laws, Reprint 2007, Taxmann's Allied Services (P) Ltd.
7. S.S.Gulshan, Mercantile Law, 3rd Edition, Excel Books.
8. Avtar Singh, Mercantile Law, Eastern Book Company

9. VII: Note:

1. There will be 4 class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of marketing environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment
Subject: Indian legal System for business
BBA IV Sem

Goal : The main purpose is to make the students familiar with the legislative structure of the nation.

Objective: The objective is to enable students to understand about the legal system of the country and develop in-depth learning about legislative constitution and bodies perform legal environment in the nation.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% students having command over the subject and having very good understanding about the legal framework especially the nature and scope of laws, the rationale of legislative system in the country.	% students have detailed knowledge about the legislative system and related laws and able to understand the legal environment of the country.	% Offers minimal knowledge of legal system and laws, especially the nature and scope legal system.	% Have Low degree of association with the subject & attempt to identify and summarize the problem accurately.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A shall have 6 questions, which will be of logical and analytical type. Emphasis shall be on real life situation based question rather than direct theory based question. Out of 6 question 4 shall be solved for 64 marks and there shall be a case for 16 marks in Section B.

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** International Business**Session:** January-June**Class:** B.B.A IV Sem**I: Objective of the course:** To impart understanding of international business.

II:Examination: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions; questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

III: Course Outcome

CO 1: Analyze the scenario of international business and India's position in international business in global market.

CO 2: Familiarize the students with methods of entry into international market.

CO 3: Assess the role of International Institutions in International Business.

CO 4: Provide the understanding of Export and Import Policy and Export documentation in India.

IV: PO-CO Mapping: High 3, Medium 2 and Low 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2						
CO2			3					1
CO3		2		1			3	
CO4					3			

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	An Overview of International Business	Framework of International Business	B.N.1/2
2			Types of International Business, International Business Approaches	B.N.1/2

3			Global Marketing Theory of Competitive Advantages	B.N.1/2
4			Neo-Classical, Modern Approach to International Business	B.N.1/2
5			Problems of Trade and Aid to Developing Countries.	B.N.1/2
CO:1				
LO: To understand the types of International Business and theories of International Business.				
6	2	International Business Decision	Mode of Entry	B.N.1/2
7			Marketing Mix	B.N.1/2
8			Factors Affecting decision For International Business	B.N.1/2
Presentation I				
CO:2				
LO: Demonstrate the knowledge of Mode of Entry, Marketing Mix and Factors Affecting decision For International Business.				
9	3	Role Of International Institutions	GATT, WTO In International Business	B.N.1/3
10			ECM, IMF In International Business	B.N.1/3
11			IBRD, IDA, IFC, UNCTAD In International Business	B.N.1/3
12			Recent Trends in World trade	B.N.1/2
13			Multi National Corporations and the Trade.	B.N.1/2
CO:3				
LO: To know the Role of International Institutions: GATT, WTO, ECM, IMF, IBRD, IDA, IFC, and UNCTAD in International Business.				
14	4	Recent Trends in India's Foreign Trade	Export and Import Policy, Trade Policy,	B.N.1/2
15			Balance of Payment, Custom and Tariff Rationalization	B.N.1/2
16			Identifying Foreign Markets and Overseas markets,	B.N.1/2
17			International Marketing Mix, Product Development	B.N.1/3

18			Transfer Logistics and Distribution Channels,	B.N.1/2
19			Role of Documentation in International Trade,	B.N.1/2
20			Export Pricing, Methods of International Payments	B.N.1/2
CO:4				
LO: To know the Recent Trends in India’s Foreign Trade and to develop a insight about Export and Import Policy. Export documentation and Logistics.				
21			Risk in International Operations	B.N.1/2
22			International Investment	B.N.1/2
23			Financing of Foreign trade	B.N.1/2
24	5	International Capital Movement	Factor Mobility and Direct Foreign Investment	B.N.1/2
25			Export Finance, Pre and post Shipment credit, Introduction to FEMA	B.N.1/3
26			Insurance. Role of ECGC and export Promotion Councils	B.N.1/3
27			Eurocurrency Market.	B.N.1/2
CO:3,4				
LO: To learn regarding International Capital Movement, role of FEMA, ECGC and foreign direct investment.				
28			Major Trading Blocks	B.N.1/2
29			Globalization with Social responsibility	B.N.1/2
30	6	Regional Economic Groupings	Introduction to International Monetary and Financial System	B.N.1/3
31			Introduction to International Monetary and Financial System	B.N.1/2
32			Case Study-Whose Basmati is this?	B.N.1/2
Assignment I-International Business Environment of BRICS countries				
CO:4				

LO: To understand The Regional Economic Groupings and their importance in global market.

VI: Reference Book:

1. K.Ashwathapa ,**International Business Environment**,2011Tata Mcgraw Hill
2. Mahua Dutta, **International Business**, 2011,IK International Publication
3. Hamilton **The International Business Environment** Oxford Press
4. Shajahan **International Business** Indian Macmillan Publishers

VII: Note:

1. There will be 1 Assignments of subject on individual basis.
2. Student will be assessed on the basis of attendance, class participation, assignment and discipline.
3. Presentations will be assigned to group of 3-4 students on practical aspect of subject.
4. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
5. Final assessment will be on following basis:

VIII : Rubric for Internal Assessment
Subject: International Business (BB-403)
BBA IV Semester

Goal : To inculcate the basic knowledge and understandings about various elements and dimensions of international trade.

Objective: To impart understanding of International Business

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% is able to perform international business activities, arrange resources and better prepare to meet all documentary need of international business.	% smartly handle business requirement, able to take wise decision, accomplish all essential tasks related to buyers, clearing authorities, legal depart, customs etc.	% having loose command on documents, terminologies and subject knowledge. Need more efforts to grip superb knowledge of the subject.	% have poor understanding of subject, concepts are unclear or misunderstood. The students required to be more attentive at theoretical front.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Management Accounting**Session:** January-June**Class:** B.B.A IV Sem**I: Objective of the course:** To familiarize and develop an understanding of basic concepts, tools

and techniques of management accounting used for business decisions.

II: Examination: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions; questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

III: Course Outcome

CO 1. To acquaint student with the basic Management accounting concepts, tools and techniques for decision making.

CO 2. Develop critical thinking skills to analyze planning and budgetary control methods

CO 3. Demonstrate critical thinking skill to analyze various financial variances.

CO 4. Develop the ability to use marginal costing for decision making..

IV: PO-CO Mapping: High 3, Medium 2 and Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2			2	1		
CO 2		1	3					
CO 3				3				3
CO 4							3	

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	Basics of Management Accounting	Meaning and definition of Management Accounting,	
2				
3			Evolution of Management Accounting	
4			Nature and Scope of Management Accounting	
5			Relationship of Management Accounting with Other Branches of Accounting and Other Disciplines of Studies	
6			Presentation	
CO:1				
LO: Develop systematic and scientific understanding of Management accounting and its scope.				
7	2	Budgetary Control	Meaning of Budget, Budgetary Control and its use as a management tool	B.N.1/2
8			Functions of Budgets	B.N.1/2
9			Difference between Budgets and Forecasts	B.N.1/2
10			Planning Process and Budgetary Process	
11			Stages in Budget Process, Various Types of Budgets	
12			Zero Based Budgeting, Activity Based Budgeting, Fixed and Flexible Budgets.	
13			Behavioral Aspects in Budgeting	
14			Presentation	
CO:2				
LO: Acquaintance with basic concept of Budgetary control techniques				
19	3	Standard Costing	Introduction to Standard Costing	B.N. 7
20			Cost Standards and their types	
21			Operation of Standard Costing System	
22			Establishing Standard Costs, Analysis,	
23			Analysis, Interpretation, Presentation and Disposal of variances	
24			Practical problems	
25			Practical problems	

26			Presentation	
CO:3				
LO: Develop understanding to analyze variances with the help of standard costing.				
27	4	Marginal Costing as a Tool for Decision Making	Change in product Mix	
28			Pricing Decisions, Exploring a New Market,	
29			Shut-down Decisions; Make or Buy Decision	
30			Practical problems	
31			Practical problems	
32			Practical problems	
A-1, Submission within 5 days				
CO:4				
LO: Application of Marginal Costing as a tool and technique used for business decisions.				

VI: Reference Book:

1. S.P.Jain&K.I. Narang Cost and Management Accounting; Mayur Paperbacks, A-95, Sector 5,
2. M.N. Arora Cost and Management Accounting(Theory and Problems); Himalaya Publishing House,
3. R.S.N Piallai Bhagvathi Management Accounting; S. Chand & Co. Ltd.
4. V.k. Saxena& C.D. Vashist Cost and Management Accounting Sultan Chand & Sons,
- 5 .M/N. Arora : A Text Book of Cost and Management Accounting Vikas Publishing. House

VII: Notes:

1. There will be individual assignment, group assignment, and group presentations.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.
7. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.

VIII: Rubric for Internal Assessment

Subject: Management Accounting
BBA IV Semester

Goal : To inculcate the basic knowledge and understandings about various elements and dimensions of international trade.

Objective: To impart understanding of International Business

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% is able to perform international business activities, arrange resources and better prepare to meet all documentary need of international business.	% smartly handle business requirement, able to take wise decision, accomplish all essential tasks related to buyers, clearing authorities, legal depart, customs etc.	% having loose command on documents, terminologies and subject knowledge. Need more efforts to grip superb knowledge of the subject.	% have poor understanding of subject, concepts are unclear or misunderstood. The students required to be more attentive at theoretical front.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH
(IBMR), INDORE**

Lesson Plan

Subject: Operation Research

Session: Jan-June

Class: BBA IV Sem

I: Objective of the Course: The objective of this course is to help the students acquire quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.

II: Examination:

There shall be 20 marks for internal evaluation and 80 for external paper. Examination paper shall have two sections Section A and Section B. Section A shall have theoretical questions and section B shall have numerical. There shall be five questions in section A and three shall be answered for 48 marks. The section B shall have 4 questions and two to be answered for 32 marks.

III: Course Outcome:

1. To Understand the concepts and importance of Operations Research
2. To analyze real life system with limited constraints and depict it in a model form.
3. To develop the skills of formulating mathematical models in day to day business operations
4. To develop skills in decision making by applying Operations Research theories in real life

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3		4		2		
CO2		1			2	3	
CO3	1		3				1
CO4	2			1			4

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Operation Research	Meaning, Scope of Operation Research	B.N:2, B.N:9
2			Operations Research In Management, Advantages And Limitations.	
First Group Assignment: How OR helps in business decisions?				
CO:1				
LO: Learn the importance of Operations Research and understand Operations Research theories and models and their applications to a variety of scenarios.				
3	3	Assignment Problem	Assignment Model As A Particular case of Transportation Problem	B.N:5, B.N:9
4			Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization)	
5			Hungarian Method (Maximization), Solution of Assignment Problems Using Hungarian Method (Route Allocation)	
6			Practice problems	
A-1: First Assignment (Worksheet)				
CO:3				
LO: Be able to build and solve Assignment Models and analyze decision problems and design analytical models describing them.				
7	2(B)	Transportation Model	Introduction of Model,Basic Feasible Solution through NWCR,LCM, RM,CM & VAM	B.N:6, B.N7

8			Vogel's Approximation Method, Optimization (maximization)	
9			Modified Distribution Method	
10			Modified Distribution Method	
11			Practice Problem	

A-2: Second Assignment (Worksheet)**CO:2(b)**

LO: Be able to build and solve Transportation Models and understand the mathematical tools that are needed to solve optimisation problems.

12			Introduction to Sequencing	
13			Processing through 2 Machines	
14	4(A)	Sequencing Problem	Processing through 3 Machines	B.N:4 , B.N:8
15			Processing through s jobs & k machines	
16			Travelling Salesman Problem	

CO:4(a)

LO: Understand the mathematical tools that are needed to solve optimisation problems.

17			Introduction, Scope In Management, Individual Replacement	
18	4(B)	Replacement Models	Individual Replacement with time value of Money	B.N:3, B.N:11
19			Group Replacement	

A-3: Third Assignment (Worksheet)**CO:4(b)**

LO: learn to recognize situations in which typical decision problems occur - distinguish the different classes of decision problems.

20	2(A)	Linear Programming	Meaning of Linear Programming, Advantage And Limitationsof LPP, General Mathematical Formulation	B.N:2, B.N:9
21			Graphical Analysis of LPP	
22			Simplex Method, Minimization case	
23			Big-M Method	
24			Simplex Method, Maximization case	
25			Practice Problems	
26			Practice Problems	
Second Group Assignment: Importance of LPP in various Management field				
CO:2(a)				
LO: Understand how to translate a real-world problem, given in words, into a mathematical formulation				
27	5	Network Analysis	Introduction to Network Diagram	B.N:5, B.N:9
28			Practice Diagram	
29			Introduction to CPM	B.N:6, B.N9
30			Technique and Its Applications	
31			Concept of Floats & its Application	
32			Understanding PERT Problem	
A-4: Fourth Assignment (Worksheet)				
LO: Be able to design models, like: CPM to improve decision –making and develop critical thinking and objective analysis of decision problems.				

VI: Book References:

1. H.M. Wagner, Principles of Operations Research with Application to Managerial Decisions,
2. Hamdy A.Taha, Operations Research: An Introduction, Pearson 2008
3. S.D. Sharma, Operations Research, Meenit, Kedar Nath Ram Nath and Co 8 Edn., 2002
4. Chawla, Operation Research, Kalyani Publication Ludhiyana, 2009
5. Sharma Anand, Operation Research, 2008, Himalaya Publishing House
6. Kalawati, Operations Research, Vikas Publication Pvt.ltd.2008
7. Winston, Operation Research Application and Algorithm, Cengage Learning 2008
8. P.K. Gupta and D.S. Hira, Operations Research, New Delhi, Sultan Chand Publications, 2000.
9. V. K. Kapoor, Problems and Solutions in Operations Research, New Delhi, Sultan Chand and Sons, 2001

10. RD. Vohra. Quantitative Techniques, New Delhi, Tata McGraw Hill Publications, 15 Ed., 2003.
11. Bobby Srinivasan and C.L. Sandblom, Quantitative Analysis for Business Decisions, Singapore, McGraw Hill Publications, 2001
12. C.R. Kothari, An Introduction to Operational Research , New Delhi, Vikas Publications, 3rd Ed., 2009

VII: Not

- 1 There will be Four home assignments, each carry 1 marks.
- 2 Two major group Assignments based on the practical aspect of the subject.
- 3 There will be one major Internal Test
- 4 Group size will be 4-5 students, & each group will be given separate topic of assignment
- 5 Class performance & Discipline will be an important factor for assessing internal marks.
- 6 Attendance will be multiplying factor as per given in academic plan

VIII : Rubric for Internal Assessment

Subject: Operation Research

BBA IVSem

Goal : The learners will be able to determine and analyze the system behaviour by developing appropriate models.

Objective: To develop the knowledge of quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% of the student demonstrate the ability to construct a clear and insightful problem statement with evidence of all factors in relevant context .	% able to make accurate judgments and draw appropriate conclusions based on the analysis of data	% demonstrate limited ability in identifying a problem statement or related factors in certain context.	% Have Low degree of association to analyze the problem within specific context from subject perspective.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Supply Chain Management**Session:** January - June**Class:** BBA - IV Sem

I: Objective of the Course: To offer understanding of supply chain functions and advantages for business.

II: Examination: There shall be 20 marks for internal evaluation and 80 for external paper. Examination paper shall have two sections Section A and Section B. Section A shall have theoretical questions and section B shall have numerical. There shall be five questions in section A and three shall be answered for 48 marks. The section B shall have 4 questions and two to be answered for 32 marks.

III: Course Outcome:

CO1 Understand the structure of supply chains and the different ways through which supply chains can become competitive in the market

CO2 Learn the methods used by organizations to procure the property, facilities, equipment, materials and services required to operate.

CO3 Design a procurement system that effectively employs demand forecasting, demand management and inventory management techniques.

CO4 To provide an insight into the role of Internet Technologies in supply chain operations Utilize and select appropriate web-based technology.

IV:PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	2					1	2
CO2		1		2				
CO3	1			3	2			
CO4						3	2	

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Understanding Supply Chain	SCM concepts and Definitions	B.N:1, B.N:4
2			Key decision areas	
3			Strategic Supply Chain Management and Key components	
4			External Drivers of Change	
5			Dimensions of Logistics	
6			Macro perspective and the macro dimension	
7			Logistic system analysis	
8			Case: Amazon	
CO:1				
LO: To understand the fundamental concepts of supply chain management concepts.				
9	2	Sourcing strategy	Manufacturing Management	B.N:2 , B.N:4
10			Make or buy decision	
11			Distribution Centers	
12			Capacity Management	
13			Materials Management	
14			Choice of Sources	
15			Procurement Planning	

A-1 First Assignment Submission within 3 Days**CO:2**

LO: Able to identify and assess tradeoffs between the three key areas of transportation, inventory, and warehouse management and recommend actionable plans and strategies.

16	3	Distribution strategy	Choice of Market	B.N:1, B.N:2
17			Network Design	
18			Warehouse Designed Operation	
19		Distribution strategy	Distribution planning	B.N:1, B.N:4
20			Transportation	
21			Packaging	
22			Demand forecasting	

CO:3

LO: Learn the process of getting the right products to the right places, at the right time, in the right size or quantities and in the condition expected by the consumer, yet at the lowest possible cost.

23	4	Inventory Strategy	Inventory Planning	B.N:2, B.N:4
24			Planning of stocking facilities	
25			warehouse location allocation	
26			Warehouse design and operations - inventory norms	
27			Customer Service Strategy	

First Group Presentation**CO:3**

LO: Demonstrate the effective use of different forecasting techniques in solving business and economic problems.

28	5	Channels of Distribution	Service Needs, Cost of Services	B.N:1, B.N:2
29			Revenue Management	

A-2 Second Assignment Submission within 3 Days				
CO:3				
LO: Understand the foundational role of logistics as it relates to transportation and warehousing.				
30	6	IT & SCM	E Commerce and Supply Chain Management	B.N:2, B.N:4
31			Organizational Issues and Supply Chain	
32			ERP and Supply Chain Management	
Second Group Presentation				
CO:4				
LO: Understands how technology has and continues to change logistics and supply chain management.				

VI: Text Readings:

1. Mohanty & Deshmukh, **Supply Chain Management**, 2011, Biztantra
2. Upendra Kachru **Exploring the Supply Chain**, 2010, Excel Books,
3. Janat Shah **Supply Chain Management**, 2010, Pearson Education,
4. Badi N.V. **Supply Chain Management**. 2010, Vrinda Publications

VII: Note :

1. There will be two home assignments, each carry 2 marks.
2. Two groups Presentation based on the practical aspect of the subject.
3. There will be one Major Internal Test
4. Group size will be 4-5 students, & each group will be given separate topic of Presentation.
5. Class performance & Discipline will be an important factor for assessing internal marks.
6. Attendance will be multiplying factor as per given in academic plan

VIII : Rubric for Internal Assessment
Subject: Supply Chain Management
BBA IV Sem

Goal : The course would acquaint the students with various concepts and models of supply chain network design, forecasting, inventory, transportation etc. and also enable them to apply the tools in real-life situation.

Objective: To offer understanding of supply chain functions and advantages of business.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% are able to analyze and take key decisions in logistics and supply chain management considering its strategic, , tactical and operational aspects from an integrated perspective by covering subjects from technology, engineering and business.	% be able to take into account the relationships between supply chain and other areas of business to make holistic judgments when analyzing business situations.	% Students have basic understanding about logistics and supply chain management.	% Students do not have adequate understanding and knowledge about logistics and supply chain management.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Advertising and Brand Management**Session:** July - Dec**Class:** B.B.A. V Sem

I: Objectives of course: The purpose of this course is to familiarize the students with the role of advertising in the context of promoting products and services Advertising is one of its most ubiquitous promotional tools on which big money is spent. It is important to understand the advertising process and key decision areas for effective management & this function.

II: Examination: The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

III: Course Outcomes(CO):

CO1 Understand various concepts of advertising and promotion to increase business opportunities.

CO2 Understand consumer behavior to design advertising, product and overall business strategies.

CO3 Apply knowledge of business management studies for brand building in order to gain market acceptance and competitiveness.

CO4 Understand business strategies related to IT, Advertising, Decision Making for efficiently positioning the brand

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1-	PO 2	PO 3-	PO 4-	PO 5-	PO 6-	PO 7-	PO 8-
CO1-	3			1				
CO2		3			2			
CO3								2
CO4			2			3	3	

V: Session Plan:

Lecture. No	Unit No.	Topic	Sub-topic	Reference		
1	Unit1	Advertising industry	Advertisers, agencies, media companies and other Organizations.	B.N.1, 6, 7, 8		
2			The communication model: communication process, stages and challenges	B.N.1, 6, 7, 8		
3			Economic, social, ethical and regulatory aspects of advertising.	B.N.1, 6, 7, 8		
4			Case Study	B.N.1, 6, 7		
5			Demand creation: Role of advertising in primary and secondary demand	B.N. 6, 7, 8		
6			How advertising works" Hierarchy of effects model	B.N. 6, 8		
7			advertising objectives, routes to persuasion.	B.N.6, 7		
8			Case Study	B.N. 6, 7		
A-1First Assignment Submission within 3 Days						
CO:1						
LO: Acquire basic level practical knowledge and skills in the field of marketing, finance, human recourse, Information Technology and production and apply in the real global business world.						
9	Unit 2	Customer behavior and advertising	segmentation	B.N. 6		
10			motivation analyses	B.N. 6		
11			value proposition	B.N. 6		
12			Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics: creative approaches	B.N. 6, 7		

Lecture. No	Unit No.	Topic	Sub-topic	Reference
13			copy writing, advertising artwork	B.N. 6, 7
CO:2				
LO: To familiarize the students with the concepts, principles, theories and functions of management and the recent developments in management practices.				
14	Unit 3	Advertising Objectives	copy in conventional media and cyberspace	B.N. 6, 7
15			Case Study	
16			goals and objectives	B.N. 8
17			DAGMAR	B.N. 8
18			Media strategy: budgeting, approaches and allocation	B.N 1, 6, 7
19			Media planning types, class, vehicle, scheduling and new media forms	B.N 1, 6, 7
20			Case Study	
A-2Second Assignment Submission within 3 Days				
CO:3				
LO: To understand entrepreneurial and managerial skills and apply for effective business management.				
21	Unit 4	Advertising Effectiveness	Advertising effectiveness; pro and post launch research	B.N 1, 6, 7
22			Advertising in the evolving marketing environment	B.N 1, 6, 7
23			Case Study	B.N 1, 6, 7
CO:4				
LO: Ability to create, selected and apply appropriate analytical tools, techniques and methods in the modern management activities and use in managerial decision making.				

Lecture. No	Unit No.	Topic	Sub-topic	Reference
24	Unit 5	Branding context	assets and the asset, concept of value, brand and marketing metrics	B.N 6,7,8
25			brand image and personality, brand and product	B.N 6,7,8
26			Brand planning; brand vision and visioning process	B.N 6,7,8
27			Business of brand: Brand audit brand reality checks and brand appraisal.	B.N 6,7,8
28			Case Study	B.N 6,7
CO:3				
LO: Communicate effectively in different business contexts and situations so as to be able to receive and ve clear instruction, comprehend, write reports, prepare documentation and make effective presentations.				
29	Unit 6	Brand positioning	Choice of context, parity and differentiation. repositioning	B.N 6,7,8
30			brand assets and liabilities,	B.N 6,7,8
31			equity creation and management	
32			Case Study	B.N 6,7,
A-3ThirdAssignment Submission within 3 Days				
CO:4				
LO: Demonstrate IT knowledge and skills for efficient and effective business processes and develop innovative methods of applying IT and e commerce for competitive advantages.				

VI: Reference Book

1. Belch, Belch, Advertising& Promotion: An Integrated Marketing Communication
2. Keller, Strategic Brand Management,3/e, Pearson2010
3. Kazmi& Batra Advertising & Sales Promotion, Excel Books, 2010
4. Harsh Verma Brand Management, Excel Books, 2010

5. Keller, Best Practice Cases in Branding, 3/e, Pearson 2010
6. Batra-Advertising Management 5/e, Pearson 2010
7. Chundawala – Sethia: Foundations of Advertising
8. Shyamprasad – Sumit Kumar – Advertising Management

VII: Note

1. There will be four class tests/assignment/presentation of 10-15 minutes each without declaration of the date. Each carry 1 mark.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. Each carry two marks, the marks of the best of two major tests will be included in internal marks.
3. There will be two major group assignments; group size will be of 3 or 4 students. Each group will be given separate topic of assignment. Each assignment carries 3 marks.
4. Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.
5. The result of each tests/assignment will be declared within one week.
6. If any student doesn't submit assignment on time, half marks credit will be given after submission of the assignment.
7. Attendance will be a multiplying factor as per given in academic plan.

Rubric for Internal Assessment

Subject: Advertising and Brand Management (BB-505M)

BBA V Semester

Goal : To develop marketing skills for handling issues, result oriented marketing decisions, strategy formulation & implementation and developing media plan for efficient business execution.

Objective: The objective of this course is to develop an insight and understanding of advertising and brand management among marketing students.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% is able to perform all media related task efficiently. Can make effective communication with target customers and handle competition through various marketing tools and strategies.	% smartly handle marketing requirements of the business and able to take timely decision related to brand extension and management.	% are quite low in concept understanding, weaker in fully describing various advertising and brand management mechanism. Required more efforts for gaining knowledge of subject.	% have poor understanding of subject, concepts are unclear or misunderstood. The students required to be more attentive at theoretical front.

IX: Scheme of Internal marks

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Banking and Insurance**Session:** July.-Dec**Class:** B.B.A V Sem**I: Objective of the course:**

The objectives of this course are to explain to develop an insight and understanding of Banking and Insurance.

II: Examination:

Students shall be evaluated on two components, internal and end semester examination. Internal components shall be of 20 marks based on continuous evaluation. The semester examination will be worth 80 marks, it will have two sections, A & B. Section A worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain cases.

III: Course Outcomes(CO):

CO1 Critically understand the concept, principals of risk and risk management tools such as life and general insurance

CO2 Understand the various products of life as well as general insurance and its implication

CO3 Understand the banking industry in India and its importance towards the sustainable economic development and recent developments in banking industry

CO4 Analyze the various types of risk faced by banks and implication of Basel framework to manage the same.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	3		1			2	3
CO 2	3		3	1			2	3
CO 3	2	3			1	2	1	
CO 4	2	3	3	3		2		2

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	Risk and Insurance	Risk and Insurance: Defining Risk, Nature and Types of risk	B.N. 1
2			Risk Management Process,	B.N. 1
3			Risk and its relation with Insurance.	
4			Concept and significance of Insurance, Classification of Insurance – Life and,	
5			Classification of Insurance- Non life	B.N. 1
6			General Principles of Insurance,	B.N.2
CO:1				
LO: Describe various types of risk and risk management process with relation to insurance. Understand the concept and principal of life and general insurance.				
7	2	Life Insurance	Principles, Products- Term Insurance Endowment, Insurance	B.N.7
8			Pensions,	B.N.7
9			Group Insurance	B.N.7
10			IRDA	B.N.7
11			Presentation I	
Assignment I				
CO:2				
LO: Understand life insurance principles and various types of products and its implication.				
12	3	Overview of Banking Industry:	Banking Structure in India- RBI, Commercial,	B.N.12
13			Rural and Co-operative banks their role and significance,	B.N.12
14			SLR, CRR concepts.	B.N.12
15			Banking Ratios	B.N.12
CO:3				
LO: Describe banking structure in India, its role, functions and various economic stabilization tools.				
16	4	General Insurance	Principles,	B.N.15
			Products Fire Insurance	B.N.15
17			Marine Insurance	B.N.15
18			Motor Vehicles, ,	B.N.15
19			Public Liability	B.N.15
20			Third Party Insurance,Group Insurance	B.N.15
21			Burglary Insurance, Claim settlement	B.N.15

CO:2				
LO: Understand General insurance principles and various types of products and its implication.				
22	5	Banking Risks & Recent Development:	Credit, Liquidity,	B.N.14
23			Market risk, Operational risk	B.N.14
24			Interest Rate risk ,	B.N.14
25			Solvency risk	B.N.14
26			Universal banking, E-Banking,	B.N.14
27			Mobile banking,	B.N.14
28			ALM Process	B.N.14
29			ALM Process contd.	B.N.14
CO: 4				
LO: Understand various types of risk in the banking systems and its management. Describe various recent development in banking industry.				
30	6	Basel I & Basel II	Basel I	B.N.14
31			Basel II	B.N.14
32			Presentation II	
Assignment II				
CO: 4				
LO: Understand Basel I and II regulatory framework and its implications.				

VI: Reference Book:

1. ICSI.Banking and Insurance Law &Practices,Taxmann's Publication.
2. Rejda,Principles of Risk Management and Insurance, 9/e, Pearson,2010
3. V Iyenger Introduction to Banking, Excel Books,2010
4. Neelam C Gulati Principles of Insurance Management, Excel Books,2010
5. Arunajatesan – Risk Management and Insurance,2010 Macmillan Publishers
6. IIB, Advanced Bank Management 2010 Macmillan Publishers
7. Neelam C Gulati Principles of Banking Management, Excel Books,2010
8. Skipper, Risk Management and Insurance Perspectives in Global Economy,1st Edn.
2008, Wiley
9. IIB, Bank Financial Management, 2010 Macmillan Publishers
10. Hull-Risk Management and Financial Institutions, Pearson, 2010
11. Black-Life and Health Insurance, 13/e, Pearson, 2010
12. Timothy Koch & MacDonald, "Bank Management", New York, Dryden Press,
13. Vasant Joshi and Vinay Joshi, "Managing Indian Banks", Response Books

14. Justin Paul-Management of Banking and Financial Services, 2/e, Pearson,2010

15. P.K.Gupta, Risk and Insurance Management, Himalaya Publishing House.

VII: Note:

1. There will be 2 Assignments of subject on individual basis.
2. Student will be assessed on the basis of attendance, class participation, assignment and discipline.
3. Presentations will be assign to group of 3-4 students on practical aspect of subject.
4. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
5. Final assessment will be on following basis:

VIII : Rubric for Internal Assessment

Subject: Banking and Insurance

BBA V Sem

Goal : The purpose is to gain knowledge of banking and insurance sector and to analyse the latest trends and financial environment in which they operate.

Objective: The objectives of this course is to develop an insight and understanding of banking and insurance.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% acquire sound knowledge of fundamental and skills which are essential for a successful career in the banking and insurance sector.	% understood the key concepts of banking and insurance and their role in financial markets.	% are familiar with basic concepts of framework of banking and insurance.	% Have Low degree of association & attempt to identify and summarize the problem accurately.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Customer Relationship Management****Session: Jul-Dec****Class: BBA V Sem****I: Course Objective:**

The objective of the course is to develop an insight and understanding of Customer Relationship Management.

II: Examination

The faculty member will award internal marks out of 20. The semester examination will be carrying 80 marks having two sections A and B.

III: Course Outcome:

CO1 Analyze relationship economics from the point of view of the customer and the organization.

CO2 Provide students with the knowledge of the fundamental aspects of developing and managing customer relationships..

CO3 Introduce students to the tools commonly used for developing and implementing CRM programs..

CO4 Understand different CRM strategy in current business environment.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3						1	1
CO2	3	3	1					
CO3		2		2		1		
CO4				2	2		3	

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction to CRM	Definition and concepts of CRM,	BN.1/2/3/4/5
2			Components of CRM,	BN.1/2/3/4/5
3			Understanding the goal of CRM	BN.1/2/3/4/5
4			Customer Touch Points.	BN.1/2/3/4/5
5			Case Discussion	
CO:1				
LO: Learning of Basics of concepts of CRM.				
6	2	CRM Process:	Introduction and Objectives of a CRM Process	BN.1/2/3/4/5
7			an Insight into CRM and e-CRTA/online CRM	BN.1/2/3/4/5
8			The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase	BN.1/2/3/4/5
9			Modules in CRM, 4C's (Elements) of CRM Process	BN.1/2/3/4/5
10			CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.	BN.1/2/3/4/5
Assignment Submission				
CO:2				
LO: Understand the detailed process of CRM				
11	3	Developing CRM Strategy	Role of CRM in business strategy,	BN.1/2/3/4/5
12			Understanding Service Quality	BN.1/2/3/4/5
13			Technical, Functional, and dimensions of service quality	BN.1/2/3/4/5
14			Managing Customer communications.	BN.1/2/3/4/5
Assignment Submission				
CO:3				
LO: Understand and analysis of CRM Strategies.				
15	4	CRM Implementation	Choosing the right CRM Solution	BN.1/2/3/4/5
16			Framework for	BN.1/2/3/4/5

			Implementing CRM: a Step-by-Step Process	
17			Five Phases of CRM Projects	BN.1/2/3/4/5
18			Development Customizations;	BN.1/2/3/4/5
19			Beta Test and Data Import	BN.1/2/3/4/5
20			Train and Retain;	BN.1/2/3/4/5
21			Roll out and System Hand-off; Support.	BN.1/2/3/4/5
22			Case Study Discussion	
CO:4				
LO: Understand the details of CRM implementation.				
23	5	Sales Force Automation	Sales Process, Activity,	BN.1/2/3/4/5
24			Contact, Lead and Knowledge Management	BN.1/2/3/4/5
25			Field Force Automation	BN.1/2/3/4/5
26			Class presentation	
27			Class presentation	
28			Class presentation	
29			Class presentation	
CO: 2				
LO: Understand Importance of sales force in CRM.				
30	6	CRM links in E-business	E-Commerce and Customer Relationships on the Internet	BN.1/2/3/4/5
31			E-Commerce and Customer Relationships with Supplier	BN.1/2/3/4/5
32			Case Discussion	
CO:4				
LO: Understand importance of IT in CRM.				

VI: Book recommended:

1. Mohammed, H. Peeru and a Sagadevan. Customer Relationship Management. Vikas Publishing House, Delhi.
2. Paul Greenberge. CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill
3. Judith W. Kincaid, Customer Relationship Management: Getting It Right, New Jersey: Prentice Hall, New Delhi.
4. Jon Anton, Customer Relationship Management, Prentice Hall of India, New Delhi.
5. Madhavi Garikaparthi, CRM – The New Face of Marketing, ICFAI Press, Hyderabad.

VII: Notes:

1. There will be several unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the theoretical concepts.
3. Regular attendance, Class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII Rubric for Internal Assessment**Subject: Customer Relationship Management****BBA V Sem**

Goal : To make the students aware of the various concepts of CRM, its process and developing CRM strategy .

Objective: The objective of this course is to develop an insight and understanding of customer relationship management.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% students have knowledge and skills that customer	% students have lesser knowledge and skills that customer relationship specialists need in	0% Offers minimal knowledge and skills that	%.... student needs improvement to understand the concept of

relationship specialists need in performing their strategic role and also understands how CRM practices can be put into practice in a variety of organizations.	performing their strategic role.	customer relationship specialists need in performing their strategic role.	Customer Relationship Management. Knowledge about subject is weak or poorly gained.
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IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation	Quiz	Assignment	VIVA out of 20	Internal out of 20		
Out of 20	Out of 20	Out of 20				

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE

Lesson Plan

Subject: Human Resource Development

Session: Jul-Dec

Class: BBA V Sem

I: Course Objective:

The objective of this course is to develop an insight and understanding of Human Resource Development.

II: Examination scheme:

Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

III: Course Outcome:

CO1 :Demonstrate an understanding of key terms and concepts of HRD

CO2 : Demonstrate Roles and Competencies of HRD professionals for employee development and problem solving in the areas of HRD.

CO3 : Analyse the key issues related to the development of human resource such as mentoring, counseling, work life balance, career planning and training.

CO4 : Describe the meaning of terminology and tools used in HRD Audit and it's use in business improvement.

V:Session Plan:

.Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	HRD Concepts:	Definition, Evolution of HRD Concepts	B.N.3/B.N.1
2			Differentiate between HRM & HRD.	B.N.3/B.N.4
3			Challenges & Goals of HRD.	B.N.3/B.N.5
4			Case Study Analysis	
CO:1				
LO: This Unit will help the students to understand the basic concepts of HRD, along with the challenges and goals of the HRD professionals in an organisation				
5	2	HRD Function:	Brief -HRD department structure,	B.N.3/ B.N.5
6			Detailed Discussion of HRD department structure	B.N.3 / B.N.4
7			HRD department functions	B.N.5 / B.N.4
8			HRD staffing functions	B.N.3/ B.N.4
CO:2				
LO: The second Unit will make the students understand the various structures of the HRD department according to the number of employees in an organisation and the process of managing staff for them				
9	3	HRD Professionals:	Roles and Competencies,	B.N.5
10			Live Case Discussion	
CO:3				
LO: This Unit emphasizes the Roles played by the HRD professionals and it will help the students to understand the competencies which these professionals possess.				
11	4	Career Management and Development.	Career Management and Development	B.N.3
12			Mentoring at workplace.	B.N.3
13			Work-Life Integration,	B.N.3
14			Performance Management System	B.N.3
15			Case Discussion	

Assignment Submission				
CO:3				
LO: This unit will makes the students understand the path of Career development along with the concept and usage of Mentoring. Understand to Balance between professional and personal life.				
16	5	HRD Audit	HRD Audit-Meaning and Concept	B.N.7
17			Need, Designing HRD Audit Process	B.N.7
18			Parameters to be Audited	B.N.7
19			Audit Results, Preventive and Corrective Actions	B.N.7
20			Role in Business Improvement	B.N.7
21			Methodology and Limitations	B.N.7
22			Case Discussion	
CO:4				
LO: This Unit makes the students understand the Audit process for the HR activities. The process, the documentation, the results, the preventive measures and also the HRD Score card.				
23	6	Applications of HRD	HRD Climate	B.N.8
24			HRD for managing organizational change	B.N.8
25			HRD for Workers (blue collar employees)	B.N.8
26		Presentations by students		
27		Presentations by students		
28		Group discussion		
29		Case study analysis		
30		Presentations		
CO:4				
LO: This Unit helps the students to understand the Organizational climate and at the same time they also understand how to manage change in the work place.				

VI: Book References:

1. Kandula, **Strategic Human Resource Development**, 2010 PHI Learning
2. French, Bell - **Organizational Development and Transformation**, 6e TMH 2008
3. R Krishnaveni, **Human Resource Development** Excel Books, 2010
4. Kalyani Mohanty **Human Resource Development & Organisational Effectiveness**, Excel Books, 2010
5. Dessler- **Human Resource Management** 11/e, Pearson 2010 Mankin. D. (2009) **Human Resource Development** New Delhi, Oxford Univ Press
6. Kozlowski. S. V/. J. & Slas. E, (Ed). **Learning, Training, and Development in Organisations.** (2009). New York: Routledge
7. Agarwala. T. **Strategic Human Resource Management**, 2007, Oxford University Press; Rao. T. V., **HRD Audit** New Delhi: Response Books.
8. Som, A. **Organization Redesign and Innovative HRM** .2008. New Delhi: Oxford University Press
9. Wornor. J.M.t & DeSimono, R. L **Human Resource Development: Foundation: Framework & Application** 2010, Cengage Learning.

VII: Notes:

1. Class participation in all activities is must and carries marks.
2. Class participation activity like Group discussion, etc. carries 4 marks.
3. Class presentation constitutes 4 marks for each student either in group or as individual.
4. Assignment submission of case study analysis carries 4 marks.
5. Attendance in class is compulsory and carries 4 marks.
6. One internal test to be conducted after the syllabus completion will carry 8 marks.

VIII : Rubric for Internal Assessment
Subject: Human Resource Development
BBA V Sem

Goal : The students are to be acquainted with various concepts, process and practices of HRD in the present Corporate world.

Objective: The objective of this course is to develop an insight and understanding of Human Resource Development.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement

% students were outstanding and have knowledge and skills that HRD professional need in performing their strategic role.	%...students were accomplished and able to articulate some perspectives of HRD practices.	%.... students fall in this criteria. They showed minimal knowledge of the subject.	%.... student fall in this criteria. They need improvement to understand the concept of human resource development.
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IX: Scheme of Internals Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH**Lesson Plan****Subject: Indian Financial Systems****Session: July-Dec****Class: BBA V Sem**

I: Objective of the Course: The objective of this paper is to create awareness about International management system of different countries.

II: Examination: The faculty member will award marks out of a maximum of 20 marks (Internal Evaluation). The semester examination will be worth 80 Marks (External evaluation).

III: Course Outcomes(CO):

CO1 Explain the Basic function of Financial system and describe the basic of financial Institutional & Market are working for development of Indian Economy.

CO 2 Explain the understanding of operation of Financial Market as well as Financial Institutions and apply the function of SEBI in Indian Capital Market.

CO 3 Analyze the use of Leasing & Hire Purchase and Forfeiting in Corporate Financing.

CO 4 Explain the uses of Credit Rating by Investors for Investment in Indian Financial Market.

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	CONCEPT OF FINANCIAL SYSTEM;	Formal and informal financial systems	B.N. 1,2
2			Functions of financial system,	B.N. 1,2
3			Nature and Role of financial institutions	B.N. 1,2
4			Nature and Role of financial markets	B.N. 1,2
5			Financial system and the economy.	B.N. 2,3
6			Case study	B.N. 2,3

7			Class test	
CO:1				
LO: Demonstrate the types features & operations of financial system in India.				
8	2	MONEY MARKET	Emerging Structure of Indian Money Market	B.N. 2,3
9			Instruments of Money Market Money Mutual Funds	B.N. 2,4
10			An Overview and 1213I's Regulatory Guidelines	B.N. 2,4
11			Commercial Banks — Role in Industrial Finance and Working Capital Finance	B.N. 2,3
12			Class test	B.N. 3
13			Assignment	
CO:2				
LO: Demonstrate knowledge about the concept & operation of Money Market In India.				
14	3	CAPITAL MARKET	Concept, Structure and Functions of Capital Market;	B.N. 3,4
15			Primary MarketInstruments of Issue and Methods of Flotation	B.N. 3,4
16			Secondary Market — Concept, Market Players,	B.N. 4
17			trading System and Settlement	B.N. 4
CO:2				
LO: Demonstrate the system of Capital Market in India.				

18	4	INSTITUTIONAL STRUCTURE	INDIAN FINANCIAL INSTITUTION: Development Banks- FCLICICI, Sits and IDBI	B.N. 2,6
19			Investment Institutions —UTI and other Mutual Funds	B.N. 3
20			Insurance Organization- Life Insurance Corporation of India	B.N. 3,4
21			SEBI: Scope and Functions, Objectives of SEBI	B.N. 2,3

Assignment**CO:2****LO:** Develop the understanding about the Working of Financial Institutions working in India.

22	5	FINANCIAL PRODUCTS	Leasing overview	B.N. 2,3
23			Leasing numerical Hire Purchase overview	B.N. 5
24			Hire Purchase numerical	B.N. 5,6
25			Factoring	B.N. 7
26			Forfeiting	B.N. 2
27			Case study	B.N. 3

CO:3				
LO: Develop the understanding of Leasing & Hire Purchase and difference among them.				
28	6	CREDIT RATING	Meaning	B.N. 4, 7
29			DERIVATIVES: Basic Introduction	B.N. 2
30			Case study	B.N. 1
31	Assignment			
CO:4				
LO: Demonstrate the understanding of Credit Rating Agencies & Derivatives Operation In India.				

VI: Reference Books:

1. BHole, LM, Indian Financial system, Chug Publication, Allahabad.
2. Johnson, H.J, Financial institutions & Markets, Mc Graw Hill.
3. Machiraju, M.R, Indian Financial System, Vikas Publication House, New Delhi.
4. Ohlson, J.A, The Theory of Financial Markets & Institutions, North Holland.
5. Parsad K.N. Development of India Financial system, Sarup and sons New Delhi.
6. Gordon & Natrajan, Financial Markets and services, Himalaya Publication,2010.
7. Shashi.K.Gupta , Nisha Agrawal, Financial Services, Kalyani Publication,2014.

VII: Note:

1. There will be 5 class tests/assignments/presentations of equal weightage.
2. There will be one major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of Financial system,.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment
Subject: Indian Financial Systems
BBA V Sem

Goal : The purpose of including Indian Financial system as a subject is to give a clear understanding and knowledge of Indian Financial Markets, Instruments, Services, Institutions and regulators

Objective: The objective of this course is to develop an insight and understanding of Indian financial systems

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% of the students are able to understand the role and integration of Financial Systems in Business organizations and to give an insight into the different dimensions of business which help them to solve managerial issues	% understand the major and critical concepts of components of financial systems and its applicability	% understand few of the key concepts of financial systems and its relevance	% Have Low degree of association & attempt to identify and summarize the problem accurately.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Industrial Relation**Session:** July-December**Class:** B.B.A V Sem

I: Objective of the course: The objective of this course is to develop an insight and understanding of Industrial Relation.

II: Examination: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 80 marks, it will have two sections A and B. Section A worth 60 marks will comprise of seven theory questions, out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain a case.

III: Course Outcome:

- CO1 The students are to be acquainted with industrial relations framework in our country.
- CO2 The importance of the maintenance of industrial peace and efforts to reduce the incidence of strike and lockout.
- CO3 To critically examine the provisions in the various industrial Disputes Act, for the prevention and settlement of industrial disputes.
- CO4 Learn the underlying disciplinary enquiry for misconduct to understand in view of acquaint misconduct and procedure to be followed before imposing punishment for misconduct alleged and established.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3						
CO 2		1			2			3
CO 3				1			1	2
CO 4					1			3

V:Session Plan

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	Industrial Relations	Concept & Scope	B.N.1/2
2			Concept & Scope	B.N.1/2
3			Concept & Scope	B.N.1/2
CO:1				
LO: To demonstrate descriptive knowledge in the field of industrial relations.				
4	2	Industrial Relations Perspectives	Conflict model Vs. Collaboration model	B.N.1/3
5			Conflict model Vs. Collaboration model	B.N.1/2
6			Conflict model Vs. Collaboration model	B.N.1/3
7			Conflict model Vs. Collaboration model	B.N.1/2
CO:2				
LO: To apply the essential concepts of industrial relations and their interrelationship at the personal, organizational and national levels.				
8	3	Legal Framework of Industrial Relations	Trade Unions	B.N.1/2
9			philosophy and Perspectives	B.N.1/2
10			history and structure of Trade Unions	B.N.1/3
11			Impact of Globalization	B.N.1/2
12			Technology and economic reforms on Trade Unions	B.N.1/3
13			Technology and economic reforms on Trade Unions	B.N.1/2
14			Emerging changes in Trade unions	B.N.1/2
15		Emerging changes in Trade unions	B.N.1/2	
CO:3				
LO: To distinguish the procedure concerning worker participation and participatory institutions and instruments of trade union representation.				
16	4	Discipline and	Negotiation	B.N.1/2

17		Disputes	Mediation	B.N.1/2
18			Arbitration - Works Committee	B.N.1/2
19			Arbitration - Works Committee	B.N.1/2
20			Conciliation. Board of Conciliation	B.N.1/2
21			Court of enquiry	B.N.1/2
CO:4				
LO: To apply theoretical and practical skills in the practice of conciliation and arbitration.				
22	5	Disciplinary procedures and Grievance Management	Disciplinary procedures and Grievance Management	B.N.1/3
23			Industrial Disputes Act	B.N.1/2
24			Industrial Disputes Act	B.N.1/3
25			Negotiation and Conflict Vs Settlements	B.N.1/2
26			Negotiation and Conflict Vs Settlements	B.N.1/2
27			Productivity Bargaining and Gain Sharing	B.N.1/3
CO:3				
LO: To apply principles and rules governing the employment relationship to real world problems and devise solutions.				
28	6	Employee Empowerment	Employee Empowerment	B.N.1/2
29			worker participation in Management	B.N.1/3
30			worker participation in Management and Their impact on Quality of Work Life and Industrial Relations.	B.N.1/2
31			worker participation in Management and Their impact on Quality of Work Life and Industrial Relations.	B.N.1/3
32			Case Study	B.N.1/2

Assignment –Industrial Disputes in India
CO:4
LO: To understand the concept of empowerment that motivates them for decision making and makes and feel more attached to the organization.

VI: Reference Book:

1. Sen-Industrial Relation in India, Macmillan Publisher.
2. Sinha- Industrial Relations Trade Unions and Labor Legislation, Pearson.
3. B.D. Singh- Industrial Relations and Labor Law, Excel Books.
4. Monappa, Arun- Industrial Relations, TMH.
5. Taxman's Labor Laws Taxmann.

VII: Note:

1. There will be 1 Assignments of subject on individual basis.
2. Student will be assessed on the basis of attendance, class participation, assignment and discipline.
3. Presentations will be assigned to group of 3-4 students on practical aspect of subject.
4. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
5. Final assessment will be on following basis:

VIII : Rubric for Internal Assessment
Subject: Industrial Relations
BBA V Sem

Goal : This course will expose students to the conceptual and practical aspects of industrial relations at the macro and micro levels.

Objective: The objectives of this course is to develop an insight and understanding of industrial relations.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% students have	% students have major	% Offers minimal	% Have Low degree of

complete knowledge of labour laws, especially the nature and scope of labor law, the rationale of labor laws in organizations, the international labor organization, occupational hazards and risk, and managing employee relations at work.	knowledge of labour laws, especially the nature and scope of labor law	knowledge of labour laws, especially the nature and scope of labor law	association & attempt to identify and summarize the problem accurately.
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IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH
(IBMR), INDORE**
Lesson Plan

Subject: Project Management

Session: Jul-Dec

Class: BBA- V

I: Objectives: To develop understanding of project planning. To develop ability to monitor and control projects and risk involved. To become familiar with tools and techniques used in managing projects.

II: Examination: Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 20 marks based on continuous evaluation. The Semester Examination will be worth 80 marks, it will have two Section, A and B. Section A, worth 60 marks will comprise of seven theory questions out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain Cases.

III: Course Outcome:

CO1 Learn and become familiar with advanced terminology, concepts, and insights of project and develop the mindset, key skills and processes for project management.

CO2 To apply key project management system techniques and formulate feasibility analysis, identify and solve problems when considering project alternatives and making the correct choice.

CO3 Apply techniques to accurately define project scope, develop plans and control measures to manage projects effectively.

CO4 Integrate the Project Management functions to assist in delivering successful projects.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	2	1						
CO2				3	1	1		
CO3							2	2
CO4			3					2

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub-topic	Reference
1	1	Project Management	Introduction to Project Management	B.N-6,B.N-5
2			Characteristics and types of projects	B.N-6,B.N-5
3			Gaining importance, project life cycle and its phases	B.N-6,B.N-5
4		Project Selection	Project selection, non quantitative and scoring models	B.N-2,B.N-8
5			technical analysis and technology selection,	B.N-2,B.N-5
6			market potential analysis	B.N-2,B.N-5
7			techniques of long term forecasting	B.N-2,B.N-5
CO:1				
LO: Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements and Implement project management knowledge, processes, lifecycle and the embodied concepts, tools and techniques in order to achieve project success.				
8	2	Financial Analysis	Financial feasibility, determinants of cost of project	B.N-9,B.N-5
9			Project financing and deciding optimum capital structure	B.N-9,B.N-5
10			Cash flows from project and owner’s perspective.	B.N-9,B.N-5
11			Project Appraisal	B.N-9,B.N-5
12		Financial feasibility with risk	Financial feasibility with risk. Types of risk	B.N-8,B.N-6

Lecture No.	Unit No.	Topic	Sub-topic	Reference
13			techniques of risk evaluation and its mitigation	B.N-8,B.N-6
14			Sensitivity analysis, Hiller’s model	B.N-8,B.N-6
15			scenario analysis, simulation	B.N-8,B.N-6
A1: Importance of Feasibility study in Current Scenario.				
CO:2				
LO: Manage the selection and initiation of individual projects and of portfolios of projects in the enterprise. Conduct project planning activities that accurately forecast project costs, timelines, and quality. Implement processes for successful resource, communication, and risk and risk management.				
16	3	Network Analysis & Time Cost Relationship	Network analysis, construction of networks	B.N-8,B.N-7
17			CPM	B.N-8,B.N-7
18			various types of floats and their application	B.N-8,B.N-7
19			PERT and its applications	B.N-8,B.N-7
20			Practical Problems PERT	B.N-8,B.N-7
21			Time cost relationship, crashing for optimum cost and optimum time	B.N-8,B.N-7
22			Practical Problems	B.N-8,B.N-7
23			Resource leveling	B.N-8,B.N-7
CO:3				
LO: To understand pictorial representation of the interrelationship of all types of activities through CPM and PERT methods and has come to forefront for planning, scheduling and controlling the complex projects consisting of number of work contents in order to minimize resources and cost of the project.				
24	4	Introduction to project software and applications of MS Project	Introduction to project software and applications of MS Project	B.N-1,B.N-7
25			project manager’s skills and functions	B.N-1,B.N-7
Class Test based on University Examination Pattern				
CO:4				
LO: To understand the insights of project software along with the application and interfaces included for better decision making in project management.				
26	5	Human Aspects of Project management	Matrix organization	B.N-5,B.N-6

Lecture No.	Unit No.	Topic	Sub-topic	Reference
27			Social Cost Benefit Analysis	B.N-5,B.N-6
28			UNIDO approach	B.N-5,B.N-6
29			Shadow pricing.	B.N-5,B.N-6
CO:4				
LO: Adapt project management practices to meet the needs of stakeholders from multiple sectors of the economy. And apply project management practices to the launch of new programs, initiatives, products, services, and events relative to the needs of stakeholders.				
30	6	Project Monitoring	Project monitoring, Earned Value Analysis	B.N-2,B.N-7
31			PMIS	B.N-2,B.N-7
32			Project Termination and Audit. Reasons for failure	B.N-2,B.N-7
A2: Why SCBA is important for Project evaluation				
CO:2,3				
LO: Understanding Monitoring and evaluation which are essential to track whether a project is delivering against its desired outcomes. Study the process that helps learn from past successes and make the right decisions, so that current and future initiatives are better able to improve people's lives.				

VI: Book Reference:

1. Gido Effective Project Management 3rd 2008 Cengage Learning
2. Gray & Larson, Project Management: The Managerial Process, 3e TMH 2010
3. Sunil Abrol, Cases in Project Management, 2010, Excel Books
4. Maylor-Project Management 3/e, Pearson,2010
5. Prasanna Chandra, Projects 6th edition, TMH publications
6. R.B. Khanna, Project Management, PHI publication.
7. Gopalakrishnan – Textbook of Project Management,2005 – Macmillan Publishers
8. Rajiv M. Gupta, Project Management, PHI publication.
9. Vasant Dasai, Project management, Himalaya publication

VII: Note:

1. There will be 2 group assignments/presentations; group size will be 4-5 students.
2. There will be 1 major tests based on the practical and theory aspects of the subjects, marks of which will be included in internal marks.
3. Attendance will be a multiplying factor which will render significant impact on the internal marks of the student.
4. Class performance and discipline will be an important factor for assessing internal marks. It carries 4 marks.

VIII : Rubric for Internal Assessment Project Management
Subject: Project Management
BBA V Sem

Goal : Students will be able to demonstrate understanding of theory and practice of modern project management and able to make judgments and draw appropriate conclusions based on theory and practice.

Objective: To develop an insight and understanding of project management

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Can develop in-depth knowledge and understanding of theoretical framework, principles of methodology and technical expertise in subject area.	% develop adequate knowledge and demonstrate proficiency in the application of relevant concepts and theories from subject perspective.	% described analysis for the problem is clear but problem statement is superficial	% lack of understanding and knowledge of theoretical framework. Fail to make judgments and draw conclusions based on analysis of data.

IX: Scheme of internal marks:

Class Participation			Internal Assessment		Total 100	Final Internal Mark out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE**Lesson Plan****Subject: Research Methodology****Session: Jul-Dec****Class: BBA V SEM****I: Course Objectives:** The Objective of this Course is to develop an insight and understanding of Research Methodology**II: Examination:** Students shall be evaluated on two components, internal and end semester examination. Internal component shall be on 20 marks based on continuous evaluation. The semester examination will be of worth 80 marks, it will have two section, A and B. Section A worth 60 mark will comprise of seven theory questions out of which student will be required to attempt any four questions. Section B worth 20 marks will contain cases.**III: Course Outcomes(CO):**

CO1. Understand some basic concepts of research and its methodologies

CO2. Organize and conduct research (advanced project) in a more appropriate manner.

CO3. Develop understanding of quantitative research and qualitative research statistical tools.

CO4. Understand the steps of conducting the business research and writing the research report.

PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2						3	
CO 2	3	1		3		1	2	
CO 3	1		3	2			2	
CO 4	1			3	3		2	

V: Session Plan:

Lecture No.	Unit No.	Topics	Sub Topics	Reference
1	1	Business Research	Meaning and Methods of research	B.N. 1, B.N.2
2			Identification and Formulation of Research Problem,Sources of Data	B.N. 1, B.N.3
3			Primary and Secondary Data,Case Study	B.N. 6
4	Assignment			
CO:1				
LO: Understand some basic concepts of research and its methodologies.				
5	2	Research Design	Variable and Types of variables	B.N. 1, B.N.2
6			Hypothesis,Types and Formulation	B.N. 1, B.N.2
7			Types of Research Design,Need for Research Design, Features of good Research Design	B.N. 3, B.N.5
8			Research Design,Types, Exploratory	B.N. 2, B.N.3
9			Descriptive Research Design	B.N. 5
10			Experimental	B.N. 5
11			Diagnostic and Survey Design	B.N. 5
12	Assignment			
CO:2				
LO: Select and define appropriate research problem , research design and its parameters				
13	3	Measurement Methods	Interviews and Surveys,Observation	B.N. 1, B.N.4
14			Content Analysis and Measurement Scales	B.N. 1, B.N.4
15			Techniques of Developing Scales,Reliability and Validity Scales	B.N. 1, B.N.5
16			Case Study	B.N. 1, B.N.2
17	Presentation			
CO:3				
LO: It enables the students to understand and apply the major types of research design.				
18	4	Data Analysis	Data Analysis Using Statistical packages,Hypothesis Testing,Parametric and Non Parametric Tests	B.N. 1, B.N.3
19			Analysis of Differences Between a Single Sample and Population	B.N. 2, B.N.3
20			Analysis of Differences Between two or more than twolevels of an independent variables	B.N. 2, B.N.6
21			Analysis of Design with more than one independent variable	B.N. 1, B.N.3
22			Analysis of relationships,Statistical inferences of one or two samples	B.N. 1, B.N.3
CO:3				
LO: Understanding developed for analysis of data.				
23	5	Market Structures	Chi Square	B.N. 1, B.N.3
24			Chi Square	B.N. 2, B.N.5

25			ANOVA	B.N. 2, B.N.4
26			ANOVA	B.N. 1, B.N.3
27			Use of Multivariate Analysis for Business research	
28	Assignment			
CO:2,3				
LO: Understanding of chi square and multivariate analysis test.				
29	6	Sharing The Results	Reporting Research	B.N. 1, B.N.6
30			Types of Report	B.N. 1, B.N.6
31			Characteristics of Research report	B.N. 1, B.N.6
32	Presentation			
CO:4				
LO: It helps students to formulate and present effective research report.				

VI: Book References:

- 1 William G. Zikmund, Business Research Methods, Cengage Learning, India
- 2 K.N. Krishnaswamy, AppaIyerSivakumar, M.Mathirajan, Management Research Methodology
- 3 Integration of Principles, Methods and Techniques, Pearson Education
- 4 J.K Sachdeva, Business Research Methodology, Himalaya Pub. House
- 5 Paul E. Green, Donald S. Tull, research for Marketing Decisions, PHI.
- 6 Ranjeet Kumar, Research Methods, Pearson Education

VII: Note:

- 1 There will be 3 group major assignment . Group size will be 4-5 students
- 2 There will be a Group presentations of 30 minutes.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.
- 5 If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
- 6 Attendance will be multiplying factor as per given in academic plan.

VIII Rubric for Internal Assessment

Subject: Research Methodology
BBA V Sem

Goal : To have a general understanding of research and its use in areas of management research.

Objective: To develop an insight and understanding of research methodology.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
__% students shows high orientation towards research . Shows complete	__% students shows good understanding of concepts, but need to correlate these concept	__% students shows little understanding of research concept and need more clarity of	__% students shows very basic understanding of subject and find it

understanding of research concepts, they are able to apply the tools of research and also able to plan business research using scientific methods for managerial decisions.	more appropriately with managerial problems.	concept for correlating and planning researches for managerial decisions.	difficult to plan or design research for managerial problems. need improvement for conceptual knowledge Need to correlate research concepts with managerial problems.
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IX: Scheme of Internal Marks

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH,
INDORE**

Lesson Plan

Subject: Sales and Distribution Management
Class: BBA V

Session: Jul-Dec

I: Course Objectives: The objectives of this course are to expose the students to various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.

II: Examination: The faculty member will award internal marks out of 20. The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

III: Course Outcome:

CO1 Identify and respond to Personal selling and Environment

CO2 Relate theoretical aspects of sales and distribution theories to Dynamic Sales management

CO3 Develop unique sales Promotion Strategies.

CO4 Design effective distribution channels and usage of IT.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3							1
CO2		3			2			
CO3			3				1	2
CO4				3		1	2	

V:Session Plan:

Lecture No.	Unit No.	Topics	Sub Topics	Reference
1	1	Personal selling	The Role of personal selling in marketing mix.	B.N. 1, B.N.7
2			The personal selling process,	B.N. 1, B.N.8
3			Personal selling objectives, Types of sales job, Changing scenario of selling environment.	B.N. 3 B.N. 7
4			Case Study	B.N. 2, B.N.7

CO:1**LO:** Able to get knowledge about personal selling.

5	2	Theories of Sales Management	Objectives, Nature and Scope	B.N. 1, B.N.8
6			Buyer - Seller Dyads, AIDAS Theory	B.N. 1, B.N.8
7			Right set of circumstance Theory, Buying Formula” Theory, Behavioural Equation, Theories of sellings	B.N. 3, B.N.8
8			Case Study	B.N. 2, B.N.7
9			Sales Planning : Sales Organization, Sales Forecasting, Sales Budgeting	B.N. 1, B.N.8
10			Territory Design and Setting Quotas	B.N. 4, B.N.8
11			Case Study	B.N. 2, B.N.7

Assignment**CO:2****LO:** Students will be able to correlate between the need of the market and different selling theories.

13	3	Operational	Understanding and opportunities of	B.N. 1, B.N.7
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		Sales Management	sales promotion and trade promotion concepts, Selection, Training, Motivation and Compensation	
14			Evaluation and Control of Sales Force	B.N. 2, B.N.7
15			Case Study	B.N. 2, B.N.9

CO:2,3

LO: Students will learn about the compensation, training and selection of various operational sales management.

16			Evaluation of sales promotion experiments	B.N. 1, B.N.8
17			choice and purchase timing models	B.N. 1, B.N.8
18			Manufacturer promotion planning process; Retailer promotion planning process	B.N. 1, B.N.8
19			Strategic issues In designing promotional strategies;	B.N. 1, B.N.8
20			Substantive findings and issues on coupons, trade dealings, and retail promotions	B.N. 1, B.N.8
21			Case Study	B.N. 2, B.N.9

CO:3

LO: Students will be able to know about various sales promotion strategies used in the market.

22			Design of Distribution Channel, Management of Channels	B.N. 3, B.N.9
23			Managing Co-operation, Conflict and Competition	B.N. 3, B.N.9
24			Vertical and Horizontal Marketing Systems	B.N. 4, B.N.9
25			case Study	B.N. 2, B.N.9
26			Wholesaling and Retailing : Importance, Types, Marketing Decisions for Wholesalers	B.N. 5, B.N.10
27			Retailing: Importance, Types, Retailer Marketing Decisions.	B.N. 6, B.N.10
28			Case Study	B.N. 2, B.N.7

CO:4

LO: Students will learn different channel of distribution available in the market.

29	6	Physical Distribution :	Objectives, Order Processing, Warehousing Inventory, Transportation,Organizing for Physical Distribution,	B.N. 6, B.N.10
30			EDI and supply chain, Internet as a medium for order processing and Information	B.N. 5, B.N.10
31			Case Study	B.N. 2, B.N.9
32				
CO:4				
LO: Students will learn about EDI, and Warehousing inventory.				

VI: Book References:

- 1 S L Gupta, Sales and Distribution Management, Excel Books, 2010
- 2 Cron, Sales Management: Concepts and Cases, 10 Edn, 2010,
- 3 Wiley Havaladar, Krishana - Sales & Distribution Management, 2e TMH 2009
- 4 Spiro, Stanton - Management of a Sales Force, 11e TMH 2008
- 5 Tanner-Sales Management, Pearson, 2010
- 6 Still-Sales Management Decisions, Strategies and Cases, 5/e, Pearson, 2010
- 7 Cundiff and Govni, "Sales Management - Decisions, Strategy and Cases", New Delhi: Prentice Hall of India. Ingram,
- 8 Laforge, Avila, Schwepker and Williams, "Sales Management",
- 9 Thomson Watuba R. Thomas, "Sales Management-Texts and Cases", Business Publication Johnson,
- 10 Kurtz and Scheving "Sales Management, Concept practice & cases, MacGrawHill

VII: Note:

- 1 There will be 2 group major assignment. Group size will be 4-5 students
- 2 There will be a Group presentations of 30 minutes.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.
- 5 If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
- 6 Attendance will be multiplying factor as per given in academic plan.

VIII : Rubric for Internal Assessment**Subject: Sales and Distribution Management****BBA V Sem**

Goal : Students will be able to understand the various aspects of Sales & Distribution management and develop marketing and personal selling skills.

Objective: The objectives of this course is to develop an insight and understanding of sales and distribution.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% students understand the entire Sales & Distribution functions as an integral part of marketing functions in a business firm	% understands most the sales and distribution process and key decision areas for effective management .	% understands few concepts of the sales and distribution process	% Have Low degree of association & attempt to identify and summarize the problem accurately.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks Out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Working Capital Management****Session: July- December****Class: BBA V Sem**

I: Objective of the Course: The objective of this course is to develop an insight and understanding of Working Capital Management

II: Examination: Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 80 marks, it will have two sections A and B. Section A worth 60 marks will comprise of seven theory questions, out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain a case.

III: Course Outcomes (CO):

CO1 Describe & understand the concepts, needs, determinants & estimation of Working capital and of working capital.

CO2 Evaluate a company's management of accounts receivable & get acquainted with factoring process.

CO3 Describe the concept of Inventory, need to hold inventories and analysis of inventory management techniques.

CO4 To understand the concept of cash management & working capital finance.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2		1				
CO 2		1		2		1		
CO 3		1	1	2				
CO 4		1		2				

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Principles of Working Capital	Principles of Working Capital	
2			Introduction to Working Capital	B.N. 1,2
3			Concept of Working Capital	B.N. 1,2
4	Class Test			
A1 First Assignment Submission within Three Days				
CO:1				
LO: Describe the concepts and principles of Working Capital.				
5	2	Need For Working Capital	Need For Working Capital	B.N. 1,2
6			Concepts and Determinants of Working Capital	B.N. 1,2
7			Estimation of Working Capital needs	B.N. 1,2
8	Class Test			
A2 Second Assignment Submission within Three Days				
CO:2				
LO: the determinants of Working Capital management and apply the tools to measure the working capital requirement for the company.				
9	3	Accounts Receivable Management and Factoring	Introduction to Accounts Receivable Management	B.N. 1,2
10			Introduction to Factoring	B.N. 1,2

11			Credit Policy	B.N. 3
12			Credit Evaluation of Individual Accounts and its Monitoring	B.N. 3
13	Class Test			
A3 Third Assignment Submission within Three Days				
CO:3				
LO: Develop the understanding of receivables management through credit evaluation of individual accounts and factoring process.				
14	4	Inventory Management	Introduction to Inventory Management	B.N. 1
15			Nature of Inventories	B.N. 1
16			Need to hold Inventories	B.N. 1
17			Objectives of Inventory Management	B.N. 1
18			Inventory Management Techniques	B.N. 1
19	Class Test			
A4 Fourth Assignment Submission Within Three Days				
CO:4				
LO: To learn the nature, objectives & needs of holding inventories and analysis of the same by applying various techniques.				
20	5	Cash Management	Introduction to Cash Management	B.N. 1
21			Facets of Cash Management	B.N. 2
22			Motive for Holding Cash	B.N. 2

23			Managing Cash Collection and Disbursement	B.N. 2
24			Investing Surplus	B.N. 2
25			Cash in Marketable Securities	B.N. 1
26			Cash Budgeting	B.N. 1
27	Class Test			
A5: Fifth Assignment Submission within Three Days				
CO:4				
LO: Learn about various integrations to cash management including cash budgeting.				
28	6	Cash Capital Finance	Introduction to Working Capital Finance	B.N. 1
29			Trade Credit	B.N. 1
30			Bank Finance and Commercial Papers	B.N. 1
31	Group Presentation			
32	Class Test			
A6: Sixth Assignment Submission within Three Days				
CO:4				
LO: Describe the Trade credit finance & bank finance of working capital finance.				

VI: Reference Books:

1. IM Pandey Financial Management
2. Prasanna Chandra Financial Management Theory and Practice
3. Agarwal, Agarwal and Kothari; RBD Publications

VII: Note:

1. There will be 6 class tests/assignments/presentations of equal weightage.
2. There will be one major group Presentation, group size 3-4, each group will be given separate topics for understanding the practical approach of Working Capital Management.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII :Rubric for Internal Assessment
Subject: Working Capital Management
BBA V Sem

Goal : the main purpose is to develop the insights and understanding about working capital management to the students.

Objective: The objectives of this course to make students enable to understand various aspects of working capital management including cash management, receivables management, trade credit and working capital finance.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
%.... students were outstanding and considered multiple perspectives and relevant theoretical and practical aspects of Working Capital Management They were able to describe, analyse and evaluate all the relevant aspects of Working Capital Management.	%.... students were accomplished and able to articulate Some perspectives of Working Capital Management. Some of the students were able to describe, analyse and evaluate the various aspects including cash management and account receivables management.	%.... students fall in this criteria. They showed minimal knowledge of the subject.	%.... students need More efforts towards the understanding about need and basic principles of working capital management.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH,
INDORE
Lesson Plan**

Subject: Marketing of Services
Class: BBA-VI

Session: Jan.-July

I: Course Objective:

The objective of this course is to develop an insight and understanding of Marketing of Services

II: Examination:

The faculty member will award marks out of a maximum of 20 marks (As per academic plan) for the internal performance of the student. The Semester Exam shall be worth 80 marks, it will have two sections A and B. Section A worth 60 marks will comprise of seven theory questions, out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain a case.

III: Course Outcomes(CO):

CO1 Understand in detail the basic concepts of service sector and develop insight in marketing of services.

CO2 Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix.

CO3 Understand service consumer behavior in order to achieve sustainable customer value.

CO4 Understand importance of customer relationship in service delivery.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	1				1		
CO2	3			3			1	1
CO3	3		1		2		1	
CO4	3							

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	INTRODUCTION TO SERVICE MARKETING	Introduction, Meaning & Definition of Service Marketing	B.N. 1,2,3
2			Characteristics & Components	B.N. 2,3,
3			Classification of Service Marketing	B.N. 2,3
4			Factors Leading to a Service Economy	B.N. 2,3
Assignment:				
CO:1				
LO: Learning of Basics of service marketing concepts.				
5	2	SERVICE CONSUMER BEHAVIOUR	Understanding the Service Customer as a Decision Maker	B.N. 4,5
6			Customer purchase is Associated with Risk	B.N. 4,5
7			How Service Customers Evaluate the Service	B.N. 4,5
8			The Service Consumer Decision Process	B.N. 4,5
9			The Decision Making Process in the Service Sector	B.N. 4,5
10			Components of Customer Expectations	B.N. 4,5
11			Service Satisfaction	B.N. 4,5
12			Service Quality Dimensions	B.N. 4,5
Assignment:				
CO:2				
LO: Understand Consumer Behavior with special reference to services.				
13	3	THE SERVICE DELIVERY PROCESS	Managing Service Encounters	B.N. 1,4,6
14			Common Encounter Situations	B.N. 1,4,6
15			Managing Service Encounters for Satisfactory Outcomes	B.N. 1,4,6
16			Service Failure	B.N. 1,4,6
17			Service Recovery	B.N. 1,4,6
18			Process of Service Recovery	B.N. 1,4,6

Lecture No.	Unit No.	Topic	Sub Topic	Reference
19			Customer Retention and Benefits	B.N. 1,4,6
Assignment:				
CO:3,4				
LO: Understand the important aspects of service delivery.				
20	4	STRATEGIC ISSUES IN SERVICE MARKETING	Market Segmentation in the Marketing of Services	B.N. 3,5
21			Target Marketing, Positioning of Services	B.N. 3,5
22			How to Create a positioning Strategy	B.N. 3,5
23			Developing and maintaining Demand and Capacity	B.N. 3,5
Assignment:				
CO:2,3				
LO: Analyzing the important issues in service marketing in order to make effective service mix.				
24	5	CHALLENGES OF SERVICE MARKETING	Marketing Planning for Services	B.N. 4,5
25			Developing and Managing the Customer Service Function	B.N. 4,5
26			Developing and Managing the Customer Service Function	B.N. 4,5
27			Developing and Maintaining Quality of Services	B.N. 4,5
Assignment:				
CO:3				
LO: Analyze the challenges in service marketing.				
28	6	RELATIONSHIP MARKETING	Introduction to Relationship Marketing	B.N. 5,6
29			The levels of Customer Relationships	B.N. 5,6
30			The levels of Customer Relationships	B.N. 5,6
31			Dimensions of a Relationship	B.N. 5,6
32			Goal of relationship marketing	B.N. 5,6
CO:4				
LO: Understand the aspects of relationship marketing in service marketing.				

VI: Book References:

1. Zeithmal, Bitner, Service Marketing (SIE), Tata Mcgraw Hill, New Delhi
2. Harsh V. Verma, Services Marketing, Pearson Education, New Delhi

3. C.Bhattacharjee, Services Marketing, Excels Books
4. Dr.B.Balaji, Services Marketing & Management, S.Chand Publication
5. Vinnie Jauhari & Kirti Dutta, Servies, Oxford University Press
6. Rajendra Nargundkar, Services Marketing, TATA Mcgraw-hill Publishing

VII: Note:

1. There will be unit wise class tests/assignments/presentations of equal weightage.
2. There will be two to three major group assignments, group size 3-4, each group will be given separate topics for understanding subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment**Subject: Marketing of Services****BBA VI Sem**

Goal : To develop marketing skills for handling issues, result oriented marketing decisions, strategy formulation & implementation and developing media plan for efficient business execution.

Objective: The objective of this course is to develop an insight and understanding of marketing of services.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% having good knowledge of service marketing, knows all dimensions of service products and is able to define, manage and sell services in the market.	% wisely use service marketing concepts for selling services, able to handle service products and can design an effective marketing strategy for promoting service products	% are quite low in concept understanding, weaker in fully describing various advertising and brand management mechanism. Required more efforts for gaining knowledge of subject.	% have poor understanding of subject, concepts are unclear or misunderstood. The students required to be more serious to gain theoretical knowledge of the subject.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE**Lesson Plan**

Subject: Consumer Behavior
Class: BBA-VI

Session: Jan-June

I: Course Objective:

The objective of this course is to develop an insight and understanding of Consumer Behavior.

II: Examination:

The faculty member will award marks out of a maximum of 20 marks (As per academic plan) for the internal performance of the student. The Semester Exam shall be worth 80 marks, it will have two sections A and B. Section A worth 60 marks will comprise of seven theory questions, out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain a case.

III: Course Outcomes(CO):

CO1 Apply basic concepts of consumer behavior to understand the market to create sales.

CO2 Understand consumer behavior in order to develop strategies to increase market share.

CO3 Understand Perception of Consumer Behavior to develop sales.

CO4 Understand Consumer Attitude about overall products sales.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3							1
CO2		3			2			
CO3			2					
CO4				3		1	2	

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction and concept	Introduction market strategy and consumer behavior	B.N.1,2
2			Market Analysis, consumer decision process	B.N.1,2
Assignment: Explain in detail, consumer decision making process along with example?				
CO:1				
LO: Learning of Basics of Consumer Behavior& Market Analysis.				
3	2	Culture and consumer behavior	Meaning of culture, Characteristics of culture, function of culture	B.N.3,4,5
4			Types of culture	B.N.3,4,5
5			Cross-cultural consumer analysis:- cross cultural marketing objectives	B.N.3,4,5
6			Basic areas for cross-cultural marketing	B.N.3,4,5
7			Problem in cross cultural marketing	B.N.3,4,5
Assignment: Elaborate on the importance of cross-cultural analysis for the marketers before entering in the foreign market? Explain with the real case study?				
CO:1, 2				
LO: Understand various cultural aspect according to consumers.				
8	3	Motivation and consumer behavior	Introduction, motives and motivation	B.N.2,6
9			positive or negative motivation	B.N.2,6
10			Consumer motives:- personal ,social motives	B.N.2,6
11			Involvement:-types of involvement	B.N.2,6
12			Measuring involvement, values	B.N.2,6
13			Values and attitudes, Means and end chain model	B.N.2,6
Case Study: Students are required to form case study on consumer motives and attitudes and present through PPT.				
CO:3				
LO: Understand Perception of Consumer Behavior.				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
14	4	Perception and consumer behavior	Introduction, of groups, Advantages and disadvantage of groups	B.N.1,5,6
15			Reference group, types of reference group	B.N.1,5,6
16			Social class and consumer behavior	B.N.1,5,6,
17			Introduction social class categorization	B.N.1,5,6
18			Social class life style and buying behavior	B.N.1,5,6
19			Social class and market segmentation	B.N.1,5,6
20			Social factors, Social class and consumer behavior.	B.N.1,5,6
CO:2,3				
LO: Determining Consumer Buying Behavior.				
21	5	Perception and consumer buying behavior	Introduction, meaning, nature, importance and limitation of perception	B.N.4,5
22			Barriers to accurate perception, Sensation	B.N.4,5
23			Perception of values, perception of process	B.N.4,5
24			Consumer purchase decision, Types of decision, types of decision behavior	B.N.4,5
25			Buying stage and situational influence, Models of consumer behavior Economic model	B.N.4,5
26			Learning model, sociological model, Howard Sheth model of buying	B.N.4,5
Case study: Suitable case study will be discussed on consumer’s perception in the class.				
CO:3				
LO: Understand Attitude of Consumers.				
27	6	Attitude and consumer behavior	Meaning of attitude, nature and characteristics of attitude, types of attitude	B.N.5,6
28			learning of attitude, sources of influence on attitude formation,	B.N.5,6
29			Model of attitude- Tri-component attitude model, multi attribute attitude model	B.N.5,6

Lecture No.	Unit No.	Topic	Sub Topic	Reference
30			Consumer decision making process	B.N.5,6
31			Levels of consumer decision	B.N.5,6
32			Consumer information processing model Hierarchy of effects model	B.N.5,6
CO:4				
LO: Understand Attitude of Consumers.				

VI: Book References:

1. Ramneek Kapoor, Consumer Behaviour: Text and Cases, Tata McGraw Hill, New Delhi
2. Ramanuj Majumdar, Consumer Behaviour, PHI Learning, New Delhi
3. Dr.Rajeev Kumra, Consumer Behaviour, Himalaya Publishing House
4. Satish K.Batra & S.H.H.Kazmi, Consumer Behaviour, Excel Books
5. Leon G.Schiffman & Leslie Lazar Kanuk, Consumer Behavior, Eastern Economy Edition
6. C.N. Sontakki, Consumer Behaviour, Himalaya Publishing House

VII: Note:

1. There will be unit wise class tests/assignments/presentations of equal weightage.
2. There will be two to three major group assignments, group size 3-4, each group will be given separate topics for understanding the subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment
Subject: Consumer Behavior
BBA VI Sem

Goal : To equip students with skills and expertise to minutely understand the consumer behavior and accordingly prepare business strategies.

Objective: The objective of this course is to develop an insight and understanding of consumer behavior.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% is best prepared to understand and respond to consumers' behavior through effective product and marketing management.	% enough knowledge and understanding of consumer behavior, having better understanding of factors drawing behavior in the market and respond efficiently to them.	% are quite low in concept understanding, weaker in estimating future behavior of the customers, Required more efforts for gaining knowledge of the subject.	% have poor understanding of subject, concepts are unclear or misunderstood. Majority of concepts are incorrect and required to put extra attention to develop subject based knowledge.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Performance Management**Session:** January-June**Class:** B.B.A VI Sem

I: Objective of the course: The objective of this course is to develop an insight and understanding of Performance Management.

II: Examination: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 80 marks, it will have two sections A and B. Section A worth 60 marks will comprise of seven theory questions, out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain a case.

III: Course Outcomes(CO):

CO1: To acquaint the students learning with the basic knowledge of objectives and importance of performance appraisal, Learn methods and techniques to appraise performance to maintain and develop the employee effectiveness.

CO2: To offer insights for performance management system, how a performance management system is designed in an organization for improved performance standards, systems and processes.

CO3: To acquaint the students with the concept of HRD - mechanism and to create effective workforce with enhanced abilities. To learn the various tools for identifying and mapping employee competencies.

CO4: To learn the behavioral performance management and OB modifications for developing the integrated framework of performance counseling capable of solving most of the problems confronting the human side of organizations.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	2	1				
CO2	1	3		2			1	
CO3			2	3		1	1	1
CO4	1	2		1	1		2	

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	Performance Appraisal	Conceptual framework	B.N.1/2
2			Definition of performance appraisal	B.N.1/2
3			Objectives of performance appraisal	B.N.1/2
4			Process of performance appraisal	B.N.1/2
5			Importance of performance appraisal.	B.N.1/2
CO:1				
LO: Learn the basic conceptual framework of performance management process, its objectives and importance.				
6	2	Performance Management System	Concept of performance management, Definition of Performance management	B.N.1/2
7			Purposes of performance management	B.N.1/2
8			Elements of performance management	B.N.1/2
9			Performance Appraisal v/s Performance Management	B.N.1/3
10			Designing a Performance Management System.	B.N.1/3
CO:2				
LO: Study the concept of performance management system, and how a performance management system is designed and operates.				
11	3	Behavioral Performance Management	Definition of Learning, Learning Theories, Principles of Learning	B.N.1/3
12			Role of Organizational Reward Systems	B.N.1/2
13			Behavioral Performance Management and OB Modification	B.N.1/2
CO:3				
LO: Understand the concept of Learning, its theories and principles. Learn role of Behavioral performance management and techniques of OB modifications.				

14	4	Potential Appraisal and HRD	Conceptual framework	B.N.1/2
15			Meaning and Definition of Potential Appraisal	B.N.1/2
16			Objectives of Potential Appraisal	B.N.1/2
17			Potential Appraisal and Performance Appraisal	B.N.1/3
18			Concept of HRD	B.N.1/2
19			Objectives and challenges of HRD	B.N.1/2
20			HRD Mechanisms and HRD outcomes	B.N.1/2
CO:4				
LO: Explain the concept of HRD, its objectives, challenges, mechanism and outcomes. Learn the process of potential appraisal system.				
21	5	Competency Analysis and Competency Mapping	Meaning and definition of Competency	B.N.1/2
22			Concept of competency Analysis	B.N.1/2
23			Approaches to Competency analysis	B.N.1/2
24			Competency Mapping	B.N.1/2
25			Need Development and assessment of Competency Models	B.N.1/3
26			Competency and Performance	B.N.1/3
27			Tools to identify the competencies of the Employees	B.N.1/2
CO:3,4				
LO: Study the need of competency analysis and mapping for developing tools to assess and identify employee’s competencies for improved performance.				
28	6	Performance counseling	Introduction to Performance counseling	B.N.1/2
29			Concept of Performance Counseling	B.N.1/2
30			Principles of Performance Counseling	B.N.1/3
31			Performance Counseling skill	B.N.1/2
32			Case Study	B.N.1/2
Assignment –Performance management in textile industry				

CO:4**LO:** Design and plan performance counseling system to develop the counseling skills.**VI: Reference Book:**

1. T.V. Rao, Performance Management and Appraisal Systems, Sage Publications, New Delhi
2. Rober Bacal, Performance Management, Tata McGraw Hill, New DelhiHamilton

VII: Note:

1. There will be 1 Assignments of subject on individual basis.
2. Student will be assessed on the basis of attendance, class participation, assignment and discipline.
3. Presentations will be assigned to group of 3-4 students on practical aspect of subject.
4. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
5. Final assessment will be on following basis:

VIII : Rubric for Internal Assessment**Subject: Performance Management****BBA VI Sem****Goal :** To have a general understanding of Subject and its use in management organisations.**Objective:** The objective of this course is to develop an insight and understanding of Performance Management

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
__% students shows high knowledge for the concepts of performance management, they shows the familiarity with the different theories of performance management. Students are able to identify the competencies of employee related to an organisation.	__% students shows good understanding of concepts, but need to correlate these concepts more appropriately with managerial problems.	__% students shows little understanding of concept and need more clarity of concept for correlating and planning performance management and for managerial decisions.	__% students shows very basic understanding of subject and find it difficult to plan or design competencies of performance management for managerial problems. Need improvement for conceptual knowledge Need to correlate concepts with managerial problems.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Leadership skills and change Management**Session:** Jan – June**Class:** B.B.A VI Sem

I: Objective of the course: The objective of this course is to develop an insight and understanding of Leadership Skills and Team Management

II: Examination: The faculty member will award internal marks out of 20. The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

III: Course Outcomes(CO):

CO 1. To develop an understanding of the concept, nature, importance and characteristics of leadership.

CO 2. Apply effective leadership styles, behaviour and attitudes to improve performance, growth, and job satisfaction and organization goals.

CO 3. To develop an understanding of team management, team work and collaboration, development through self-awareness & self-discipline and various leadership development programmes.

CO 4. To develop a critical appreciation of theories and practices in the management of change and apply this understanding to their professional roles as change agents and planning organisational change.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	1	3	2				1	
CO2	1	1	3	1				1
CO3	1		2				1	2
CO4		2	2					1

V: Session Plan:

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	Nature and importance of leadership	The meaning of leadership, leadership as a partnership, leadership vs. management,	B.N. 1/B.N.2
2			The impact of leadership on organizational performance	B.N. 1/B.N.2
3			Leadership roles, The satisfaction and frustration of being a leader	B.N. 1/B.N.2
4			Traits, motives and characteristics of Leaders	B.N. 1/B.N.2
5			Personality traits of effective leaders	B.N. 2/B.N.3
6			leadership motives- cognitive factors of leadership.	B.N. 1/B.N.3
Assignment				
CO:1				
LO: This unit will help the students to understand the concept of leadership and personality traits of effective leaders.				
7	2	Effective Leadership behavior and attitudes	Task-related attitudes and behavior	B.N. 1/B.N.2
8			Relationship oriented attitudes and behaviors	B.N. 2/B.N.3
9			Super leadership:-leading others to lead themselves	B.N. 1/B.N.2
10			360 degree feedback for fine-tuning leadership Approaches	B.N. 1/B.N.2
11			Case Study	B.N. 1/B.N.2
CO:2				
LO: This unit helps the students to understand effective leadership behaviors and attitudes to handle different situations.				
12	3	Leadership styles	The leadership continuum, classical leadership style	B.N. 1/B.N.2
13			The boss-centered vs. employee-centered	B.N. 1/B.N.2
14			The autocratic participative free rein continuum	B.N. 1/B.N.2
15			The leadership grid style,	B.N. 1/B.N.2
16			The entrepreneurial leadership style	B.N. 2/B.N.3
17			Gender difference in leadership style, Selecting the best leadership style	B.N. 1/B.N.2
18			Case Study	B.N. 2/B.N.3
CO:2,3				
LO: In this unit students will learn various leadership styles. So that they can select the best leadership style as per the situation.				
19	4	Developing team work	Team leadership vs. solo leadership	B.N. 1/B.N.2
20			Advantage and disadvantage of group work and team work	B.N. 1/B.N.2

21			The leaders role in the team based organization, leader behavior and attitude the foster teamwork leadership development	B.N. 1/B.N.2
22			Succession and future: development through self awareness	B.N. 1/B.N.2
23			Self discipline, leadership development programmes	B.N. 2/B.N.3
CO:3				
LO: Group work, team work, leader's role, leader's behavior and leadership development programs will be learnt by the students in this unit.				
24	5	Process of Change	Introduction ,drivers of change in business	B.N. 1/B.N.2
25			Alternative strategies of change ,process of change	B.N. 1/B.N.2
26			Change models ,phases of planned change	B.N. 1/B.N.2
27			Resistance to change overcoming resistance to change, Principles of change	B.N. 1/B.N.2
CO:4				
LO: This unit makes the students understand various strategies of change, process of change and change models. They will also learn how to overcome the resistance to change.				
28	6	Change agents	Introduction, role of change agent	B.N. 1/B.N.2
29			Competencies of change agents	B.N. 1/B.N.2
30			Cognitive competencies , functional ,inter-personal competencies	B.N. 1/B.N.2
31			Problem solving decision skills	B.N. 2/B.N.3
32	Presentation			
CO:4				
LO: The last unit makes the students understand the role of change agents and competencies of change agent in various.				

VI: Reference Book:

1. Stephen P. Robbins, Organization behavior, Pearson Education, New Delhi
2. Radha R. Sharma, Change Management, Tata Mcgraw Hill, New Delhi
3. Andrew J. Dubrin , Leadership, Biztantra, New Delhi

VII: Note:

1. There will be 2 group major assignments. Group size will be 4-5 students.
2. There will be Group presentations of 30 minutes.
3. The results of each tests and assignments will be declared within one week.
4. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
5. Attendance will be multiplying factor as per given in academic plan.

VIII : Rubric for Internal Assessment
Subject: Leadership skills and change Management
BBA VI Sem

Goal : To make the students aware of the various Leadership styles, Developing team work, Effective Leadership behaviour and attitudes.

Objective: The objective of this course is to develop an insight and understanding of Leadership Skills and Team Management

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Demonstrate the ability to articulate independently and creatively about leadership styles and developing team work.	% students have lesser knowledge and skills that leader need in performing their strategic role. Some of the students were able to illustrate theories of leadership	%.... students fall in this criteria. They showed minimal knowledge of the subject.	%.... students fall in this criteria. They showed no knowledge of the subject.

IX: Scheme of Internal Marks:

Class participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: BB 605F Merchant Banking and Financial Services Session: Jan –June****Class: BBA - VI Sem****I: Objective of course:** The objective of this course is to develop an insight and understanding of Merchant Banking and Financial Services.**II: Examination:** Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 80 marks, it will have two sections A and B. Section A worth 60 marks will comprise of seven theory questions, out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain a case.**III: Course Outcomes(CO):**

CO1 Critically analyze and understand the Role of Merchant Banker in financial sector.

CO2 Explain and apply insights of SEBI regulations for Depository operations, Securitizations and Brokerage services.

CO3 Understand the various financial and legal aspects of factoring, leasing, bill discounting, forfeiting and hire purchase services offered by financial service providers.

CO4 Develop an insight and understanding of merchant banking and financial services in India.

IV: PO-CO Mapping: High 3, Medium 2 and Low 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	3			2	
CO2	3		2				2	
CO3	2				1			
CO4	3		2				2	3

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
Merchant Banking and Financial Services				
1	1	Merchant Banking	Nature and Scope of Merchant Banking	B.N. 1
2			Regulation of Merchant Banking Activity and Overview of Current Indian Merchant Banking Scene	B.N. 1
3			Structure of Merchant Banking Industry and Primary Markets in India and Abroad	B.N. 1
4			Professional Ethics and Code of Conduct	B.N. 1
5			Current Development	B.N. 1
CO:1				
LO: Understand the Concept and Evolution of Merchant Banking and Understand the Code of Conduct prescribed for Merchant Bankers.				
6	2	Financial Services, Legal Aspects of Leasing and Hire Purchase	Meaning and Definition and Role of Financial Services in a Financial System	B.N. 2
7			Meaning and Features of Leasing	B.N. 2
8			Introduction to Equipment Leasing : Types of Leasing	B.N. 2
9				
10			Evolution of Indian Leasing Industry	B.N. 2
11			Present Legislative Framework	B.N. 2
12			Concept and Characteristics of Hire Purchase	B.N. 2
13			Difference Between Hire Purchase and Leasing	B.N. 2
CO:3				

LO: Judge the merits of leasing over borrowing to purchase assets and understand the role of financial services under the Indian financial system.

14	3	Factoring	Concept, Nature and Scope of Factoring	B.N. 1
15			Forms of Factoring	B.N. 1
16			Factoring Vs. Bill Discounting, Factoring Vs. Credit Insurance, Factoring Vs. Forfeiting	B.N. 1
17			Evaluation of a Factor – Evaluation of Factoring	B.N. 1
18			Factoring in India Current Developments	B.N. 1

A-1., Submission within 4 days

CO:3

LO: Develop a framework and understand the entire concept of factoring, forfeiting and bill discounting.

19	4	Securitization / Mortgages	Meaning, Nature and Scope of Securitization	B.N. 2
20				
21			Securitization as a Funding Mechanism and Securitization of Real Estate Loans	B.N. 2
22				
23			Securitization of Whole Loans, Mortgages and Graduated Payment	B.N. 2
24				
25				

CO:2

LO: Demonstrate knowledge of various financial products, services like securitization of home loans and real estate particularly mortgages and graduated payments.

26	5	Depository	Meaning, Evolution of Depository	B.N. 2
27			Merits and Demerits of Depository	B.N. 2

28			Process of Dematerialization and Rematerialisation	B.N. 2
29			Brief Description of NSDL and CDSL	B.N. 2
CO:2				
LO: Apply knowledge of depository system in India and able to understand the depository operations of CDSL and NSDL.				
30	6	Security Brokerage	Meaning of Brokerage, Types of Brokers	B.N. 1
31			Difference between Broker and Jobber	B.N. 1
32			SEBI Regulations Relating to Brokerage Business in India	B.N. 1
A-2., Submission within 5 days				
Class test				
CO:2				
LO: Understand the regulatory frame work of SEBI for brokerage services.				

VI: Book Reference

1. S. Gurusamy, Merchant Banking and Financial Services, TataMcgraw Hill, New Delhi
2. MadhuVij, Swati Dhawan, Merchant Banking and Financial Services, TataMcgraw hill, New Delhi

VII: Notes:

1. There will be individual assignment, group assignment, and group presentations.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.
7. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.

VIII : Rubric for Internal Assessment
Subject: Merchant Banking and Financial services
BBA VI Sem

Goal : To be acquainted with the operations and different functions of merchant banks and develop understanding about the role of the same in financial system of India

Objective: The objectives of this course are to explain to the student operations of merchant banking, role play of these banks financial system of the nation, statutory requirements and understanding of financial environment and market in which they operate.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% acquired basic knowledge and skills that will set the foundations for in-depth learning of banking operations and also detailed learning of financial system of the nation.	% understood major portion and well acquainted with the key concepts of merchant banking, operations and role play in financial system	% are acquainted with and understand concepts and framework of merchant banking and financial system.	% Have Low degree of association & attempt to identify and summarize the problem accurately.

IX: Scheme of Internal Marks

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** International Finance**Session:** January-June**Class:** BBA VI Sem

I: Objective of the Course: The objective of this course is to develop an insight and understanding of International Finance

II: Examination: Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 80 marks, it will have two sections A and B. Section A worth 60 marks will comprise of seven theory questions, out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain a case.

III: Course Outcomes(CO):

- CO1 Explain the organisation and institutional details of foreign exchange and international money markets. And to describe and apply orthodox theories of exchange and international trade.
- CO2 Explain and apply insights of balance of payment issues and how it is crucial in deciding the foreign currency exchange rates.
- CO3 Analyse the use of ADRs, GDRs, issue of International Commercial papers and operations of euro currencies.
- CO4 Explain the functions of international monetary fund and its exchange rate policy implementations.

IV: PO-CO Mapping: High 3, Medium 2 and Low 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	3			2	
CO2	3		2				2	
CO3	2				1			
CO4	3		2				2	3

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Theories of International Trade	Introduction to International Trade and its importance	B.N. 1,2
2			Theory of comparative Costs	B.N. 1,2
3			Classical Theory of International Trade	B.N. 1,2
4			Absolute Advantage Theory of International Trade	B.N. 1,2
5			Hecksher-Ohlin Theory of International Trade	B.N. 1,2
6			Free Trade Vs Protectionism	B.N. 1,2
7			Barriers to Foreign Trade	B.N. 1,2
8			Tariff and Non Tariff Barriers	B.N. 3
A1:First Assignment Submission within Three Days				
CO:1				
LO: Demonstrate the understanding of international trade theory and applications pertaining to, e.g., international trade and tariffs and protectionism and free trade among the countries.				
9	2	Balance of Payment	Introduction to Balance of Payment	B.N. 3
10			Components of Balance of Payments	B.N. 3
11			Importance of Balance of Payments	B.N. 1
12			Deficit and Surplus in Balance of Payments	B.N. 1
13			Equilibrium, Disequilibrium and Adjustment in Balance of Payment	B.N. 1
14			Methods of Correcting Disequilibrium in Balance of Payment	B.N. 1
15			Accounting Principles in Balance of Payment	B.N. 1
A2:Second Assignment Submission within Three Days				
CO:2				

LO: Demonstrate knowledge of balance of payment and how disequilibrium happens in BOP and the methods to correct the disequilibrium in balance of payment.				
16	3	Foreign Exchange Market	Introduction to Foreign Exchange Market	B.N. 1
17			Foreign Exchange Market Structure	B.N. 2
18			Foreign Exchange Settlement System	B.N. 2
19			Role of Foreign Exchange Market Participants	B.N. 2
20			Understanding SPOT and Forward Rates	B.N. 2
21			Forward Market Quotations, Premiums and Discounts	B.N. 1
22			Understanding Cross Rates, Inverse Rates and Arbitrage	B.N. 1
A3: Third Assignment Submission within Three Days				
CO:1				
LO: Develop a frame of reference through which to identify, evaluate, and solve problems pertaining to international foreign exchange market.				
23	4	Exchange Rate Determination	Determination Under Gold Standard and Paper Standard	B.N. 1
24			Factors Affecting Exchange Rates	B.N. 1
25			Purchasing Power Parity and Demand And Supply Theory	B.N. 1
26			Equilibrium, Fluctuating and Fixed Exchange Rate Objectives of Exchange Control	B.N. 1
A4: Fourth Assignment Submission within Three Days				
CO:3				
LO: Demonstrate knowledge of basic theorems of exchange rate determination, interest rates and inflation and the role of arbitrage in keeping the foreign exchange market efficient.				
27	5	International Financial Instruments	American Depository Receipts	B.N. 1
28			Global Depository Receipts	B.N. 1
29			Euro Currencies	B.N. 1
30			International Commercial Papers	B.N. 1
A5: Fifth Assignment Submission within Three Days				

CO:3				
LO: Demonstrate knowledge of basic theorems of exchange rate determination, interest rates and inflation and the role of arbitrage in keeping the foreign exchange market efficient.				
31	6	International Financial Institutions	Introduction To International Monetary Fund	B.N. 1
32			Functions and Importance of IMF	B.N. 1
A6: Sixth Assignment Submission within Three Days				
CO:4				
LO: Demonstrate the ability to select global financing strategies by understanding the working of IMF.				

VI: Reference Books:

1. V.A.Avadhani, "International Finance", Edition, Himalaya Publication., Mumbai
2. P.G.Apte, "International Financial Market", Tata Mc Graw Hill, New Delhi
3. A.K.Seth, "International Financial Management", Galgotia Publications, New Delhi

VII: Note:

1. There will be 6 class tests/assignments/presentations of equal weightage.
2. There will be one major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of Comparative International Management.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment
Subject: International Finance
BBA VI Sem

Goal : Students will be able to understand the importance of international trade theories, currency movements, determination of forex rates, and various international financing instruments and international institutions play in the management of multinational corporations.

Objective: The Objective of this course is to develop an insight and understanding of International finance

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
%.... students were outstanding and considered multiple perspectives and relevant theoretical and practical aspects of International Finance. They were able to critically analyzed the various components of forex rate determination and describe various international trade theories. They were also understand the role of various types of instruments and institutions in International Finance	%.... students were accomplished and able to articulate some perspectives of international finance. Some of the students were able to describe and distinguish among various trade theory, international financing instruments and the determination of forex rate. Students were also understand the roles and importance of international institutions	%.... students fall in this criteria. They showed minimal knowledge of the subject.	%.... students need More efforts to understand the concept of International Finance. They were not able to describe and distinguish various trade theories, international financing instruments and the determination of forex rate.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Total Quality Management**Session:** Jan. – Jul.**Class:** BBA – VI Sem**I: Course Objective:**

The objective of this course is to develop an insight and understanding of Total Quality Management.

II: Examination:

Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 80 marks, it will have two sections A and B. Section A worth 60 marks will comprise of seven theory questions, out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain a case or numerical question.

III: Course Outcomes(CO):

CO1 Develop an understanding on quality management philosophies and frameworks

CO2 Develop in-depth knowledge on various tools and techniques of quality management

CO3 Learn the applications of quality tools and techniques in both manufacturing and service industry

CO4 Develop analytical skills for investigating and analyzing quality management issues in the industry and suggest implement able solutions to those.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	1	2						
CO2				3	2	1		
CO3			3				2	2
CO4								1

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction	Quality and Its Concepts	B.N. 1
2			Evolution of Quality	B.N. 1, 2
3			Definition and Concepts of TQM	B.N. 1, 3
4			Features of TQM	B.N. 1, 3
5			Eight Building Blocks of TQM	B.N. 1, 2
Assignment: Visit an Industry and Understand Quality Practices Adopted.				
CO:1				
LO: Learning the different meanings of the quality concept and its influence. Understanding the concepts of quality management and performance excellence in organizations and historical developments in the quality movement and their importance.				
6	2	TQM Thoughts	Juran’s Trilogy	B.N. 2, 3
7			PDSA Cycle and 5S	B.N. 1, 2
8			Kaizen and Concepts	B.N. 1, 2
9			Crosby’s Theory of TQM	B.N. 1, 3
10			Quality Performance Excellence Awards	B.N. 1, 2
11			Deming Application Awards	B.N. 2
12			Malcolm Baldrige National Quality Award	B.N. 3
CO:2				
LO: Learning the prominent philosophies of quality management, such as those of Deming and Juran, which provide a basis for today’s quality and performance excellence. 2. Assessing the criteria for performance excellence used in the Malcolm Baldrige Award and related award programs.				
13	3	TQM Tools	Benchmarking: Definition and Concepts	B.N. 1, 2
14			Elements and Reasons for Benchmarking	B.N. 1
15			Process of Benchmarking	B.N. 2, 3
16			FMEA: Concepts and Details	B.N. 3
17			Quality Function Deployment (QFD), Process, Benefits	B.N. 3

Lecture No.	Unit No.	Topic	Sub Topic	Reference
18			Taguchi Quality Loss Function	B.N. 2, 3
19			Total Productive Maintenance	B.N. 1, 3
CO:3				
LO: Understanding the concept, meaning and elements of benchmarking. Learning the role of QFD and TPM and its need in the total quality management.				
20	4	Six Sigma	Six Sigma: Definition and Concepts	B.N. 1, 2
21			Features and Goals of Six Sigma	B.N. 1
22			DMAIC and Six Sigma Implementation	B.N. 1, 3
CO:2,4				
LO: Understanding the application of a variety of tools for process improvement such as the Six Sigma, Lean Six Sigma, and Total Quality Management.				
23	5	Statistical Process Control	Measure of Central Tendency	B.N. 2, 4
24			The Seven Tools of Quality	B.N. 1, 2, 4
25			Normal Curve and Characteristics	B.N. 2,3
26			Control Charts and Types	B.N. 1, 4
27			Process Capability	B.N. 4
28			Acceptance Sampling	B.N. 1, 2, 4
Assignment: Assignment Sheet on Numericals of Control Charts				
CO:3,4				
LO: Understanding the concept of Statistical Process Control(SPC) and the types of variation and Describing how to construct and interpret simple process control charts for continuous and discrete data.				
29	6	Quality Systems	ISO 9000	B.N. 1, 2, 4
30			ISO 9000: 2000	B.N. 1, 2
31			ISO 14000	B.N. 1, 4
32			Other Quality Systems	B.N. 1, 2
Assignment: ISO Certified Company: Industrial Visit				
CO:4				
LO: Understanding the basic frameworks for quality and performance such as ISO 9000, ISO 14000 and other quality system in Total Quality Management (TQM).				

VI: Book References:

1. Basterfield, Total Quality Management, Pearson Education, New Delhi.
2. Logothitis, Total Quality Management, Prentice Hall of India, New Delhi
3. Janakiraman & Gopal Total Quality Management : Text and cases, Prentice Hall of India, New Delhi

VII: Note:

1. There will be assignments of equal weightage, given to students.
2. There will be major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of marketing environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment**Subject: Total Quality Management****BBA VI Sem**

Goal : To have a general understanding of Quality control and its use in organizations.

Objective: The objective of this course is to develop an insight and understanding of Total Quality Management.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
__% students shows high knowledge for the concepts of total quality management, they shows the familiarity with the different theories of total quality management. Students are able to use tools of quality control in practical problems related to organizations.	__% students shows good understanding of concepts, but need to correlate these concepts more appropriately with managerial problems.	__% students shows little understanding of concept and need more clarity of concept for correlating and planning quality control for managerial decisions.	__% students shows very basic understanding of subject and find it difficult to plan or design quality control for managerial problems. Need improvement for conceptual knowledge. Need to correlate concepts with managerial problems.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan**

Subject: Strategic Management
Class: BBA VI Sem

Session: January - June

I: Objective of the Course:

This is a top-level management course, and the objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

II: Examination:

Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 80 marks, it will have two sections A and B. Section A worth 60 marks will comprise of seven theory questions, out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain a case.

III: Course Outcomes(CO):

- CO 1: Develop an insight and understanding of basic concepts and terminology used in Strategic Planning and Strategic Management Process.
- CO 2: Gain knowledge about the tools and techniques used for strategic analysis and understand various types of business strategies.
- CO 3: Understand the concept and process of Environment Analysis and Appraisal and apprehend the strategies Adopted by organizations in response to environmental change.
- CO 4: Gain knowledge about the process of Strategy formulation, implementation, evaluation and control.

IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3	3					
CO 2				3				
CO 3				3			3	
CO 4		3		3				

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Strategic Management: An Introduction	Strategic thinking Vs Strategic management Vs Strategic planning	B.N: 1 , B.N: 5
2			Meaning of strategic management, Concept of strategy, ,	
3			Policy and strategy, Strategy and tactic, Strategy and strategic plan.	
4			Nature of strategic plan, Nature of strategic decisions,	
5			Approaches to strategic decision making, Levels f strategies	
6			Case: The strategic management process, Strategic Management: Merits and Demerits <i>McDonalds' Corporation.</i>	

A-1: First Assignment**CO:1**

LO: Students would understand the basic concepts and terminology used in Strategic Management and is able to utilize different strategies at corporate level.

7	2	Mission, Objectives, Goals and Ethics	What is mission, Concept of goals, Integration of individual and Organisation goals: A Challenge,	B.N: 2 , B.N: 5
8			How Objectives are pursued, How are mission and objectives are formulated	
9			Why do mission and objective change, Vision mission, Objectives	
10			Goals and Strategy: Mutual relationships	
11			Core of strategic management: vision A- must, ethics and strategy . Case: Wal-Mart	

First Group Assignment: Case Analysis (MRF Limited)

CO:2				
LO: Understand the concept of Corporate Vision - Mission and Objectives.				
12	3	External environment: Analysis and Appraisal	Concept of environment, environmental analysis and appraisal	B.N: 3, B.N: 4
13			Why environmental scanning and analysis, component of environment	
14			SWOT:A tool of environment analysis	
15			Techniques of environmental search and analysis,	
16			ETOP: A technique of diagnosis, decision making on environmental information.	
CO:3				
LO: Students will develop the skill to identify opportunities and threats as well as strengths and weakness in the operating environment Business using different methods and techniques for strategic analysis.				
17	4	Organizational change and innovation	Planned and unplanned change, Causes or forces of organizational change	B.N: 2, B.N: 9
18			Managing planned change, Choosing a change strategy	
19			Creativity and innovation in Organizations	
20			Organizational creativity and innovation process,	
21			learning Organization	
A-2 : Second Assignment				
CO:4				
LO: Students will gain insight of concept of change management, stimulating forces of change and strategies used by the organizations to manage change and develop organizational evolution and innovation.				
22	5A	Generic competitive	Generic vs. Competitive strategy	B.N: 3

23		strategy	The five generic competitive strategy	,B.N: 6
24			Competitive marketing strategy option	
25			Offensive vs. Defensive strategy. <i>Case : Apple</i>	
A-4: Fourth Assignment				
CO:2				
LO: Students will understand and distinguish between different types and levels of strategy.				
26	5B	Corporate strategy	Concept of corporate strategy	B.N: 1, B.N: 6
27			offensive strategy	
28			defensive strategy	
29			scope and significance of corporate strategy	
CO:2				
LO:				
30	6	Strategic Evaluation and Control	Evaluation of strategy and strategic control, why strategy evaluating	B.N: 1 , B.N:8
31			Criteria for evaluation and the evaluation process,	
32			Strategic control process, Types of external controls <i>Case: Family Dollar Stores.</i>	
Second Group Assignment: Case Analysis (Nestle)				
CO:4				
LO: Students get acquainted with the process formulation, implementation, evaluation and control of strategies.				

VI: Book References:

- 1 Kazmi, Ajhar Strategic Management and Business Policy, 3e, 2009Tata McGraw Hill
- 2 Alpana Trehan Strategic Management 1st edn 2010 Dreamtech, Wiley
- 3 Parthasarthy, Fundamentals of Strategic Management, 2008, Wiley India
- 4 P.Subba Rao, Business Policy and Strategic Management
- 5 V.S.P Rao and V. Hari Krishna, Strategic Management
- 6 Fred R. David, Strategic Management Concepts and Cases
- 7 R. Srinivasan , Strategic Management
- 8 Charles W.L.Hill and Gareth R. Jones, Strategic Management An Integrated Approach
- 9 Rajiv Gupta , Strategic Management concepts and cases

VII:Note

- 1 There will be two home assignments, each carry 2 marks.
- 2 Two Presentation based on the practical aspect of the subject.
- 3 There will be one major Internal Test
- 4 Group size will be 4-5 students, & each group will be given separate topic of Presentation
- 5 Class performance & Discipline will be an important factor for assessing internal marks.
- 6 Attendance will be multiplying factor as per given in academic plan.

VIII : Rubric for Internal Assessment**Subject: Strategic Management****BBA VI Sem**

Goal : Students will be able to integrate knowledge from relevant business disciplines when making decisions.

Objective: The objective of this course is to develop an insight and understanding of

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% are able to state problem, issues and decisions elegantly and succinctly with accuracy and clarity referring to both depth and breadth and presented from a variety of perspectives.	% students demonstrate the basic understanding of appropriate tools to analyze the problem and issues with some depth and breadth.	% Students draw week observations and insight from the information presents and the solution do not directly flow from the information put forth.	% Have Low degree of association & poor attempt to identify and summarize the problem accurately.

Strategic Management

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Retail Management****Session: Jan-Jun****Class: BBA VI Sem**

I: Course Objective: The objective of the course is to develop an insight and understanding of Retail Management.

II: Examination: The faculty member will award internal marks out of 20. The semester examination will be carrying 80 marks having two sections A and B.

III: Course Outcomes(CO):

CO1 Understand the basic concepts of retail management and examine latest trends in retailing.

CO2 Evaluate the retail environment in order to develop appropriate objectives and strategies.

CO3 Understand retail customer for executing successful marketing mix strategies .

CO4 Evaluate the impact of rules and regulations and ethics in retail management.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2							
CO 2			2					
CO 3			2	2		1		
CO 4								3

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction to retailing	Definition and scope, evolution of retailing	BN.1/2
2			Types of retail	BN.1/2
3			Trends in retailing industry,	BN.1/2
4			Benefits of retailing, retailing environment.	BN.1/2
5			Case Discussion	
CO:1				

LO: Learn the concept of retailing and its impact on business environment				
6	2	Retail purchasing and pricing	Purchase management:- Merchandise purchasing	BN.1/2
7			open to buy, open to buy planning	BN.1/2
8			Analyzing the merchandise performance	BN.1/2
9			Pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing.	BN.1/2
10			Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing	BN.1/2
Assignment Submission				
CO:2				
LO: Understand retail purchasing and different pricing strategies and methods.				
11	3	Retail marketing and promotion	Nature and scope:- relationship marketing, market strategies	BN.1/2
12			retail research Understanding the retail customer	BN.1/2
13			retail market, population analysis, demographic analysis, consumer behaviour	BN.1/2
14			Retail promotion Mix: - Retail promotion programme, retail advertising media, and promotional budget.	BN.1/2
15			Customer services: - customer services, services quality gaps, service recovery.	BN.1/2
Assignment Submission				
CO:3				
LO: Understand the concept of retail marketing , promotion and customer service.				
16	4	Information	Acquiring and using	BN.1/2

		system in	information strategies	
17		retailing	technology in retail	BN.1/2
18			information sources, retail information system	BN.1/2
19			Case Study Discussion	
CO:4				
LO: Determining the application of information system on retailing.				
20	5	Retailing in India	Evolution and trends in organised retailing,	BN.1/2
21			Indian organised retail market	BN.1/2
22			FDI in Indian organised retail sector,	BN.1/2
23			retail scenario in India	
24			future trends of retail in India	BN.1/2
CO:1,4				
LO: Evaluate the role and future of FDI in retailing.				
25	6	Ethical and	Dealing with ethical issues	BN.1/2
26		legal issues in	social responsibility, environmental orientation,	BN.1/2
27		Retailing	waste reduction at retail stores	BN.1/2
28			Case Study Discussion	
29			Class Presentation	
30			Class Presentation	
31			Class Presentation	
32			Class Presentation	
CO:4				
LO: Evaluate the ethical and legal issues in retailing.				

VI: Book recommended:

1. Swapna Pradhan, Retail Management, Tata McGraw Hill, New Delhi
2. Gibson Vedamani, Retail Management: Functional Principles and Practices, Jaico Publishing, New Delhi

VII: Notes:

1. There will be several unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the theoretical concepts.

3. Regular attendance, Class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment

Subject: Retail Management

BBA VI Sem

Goal : The goal of this course is to understand various aspects of retail purchasing, retail marketing and promotion as an integral part of marketing management, and provide abilities in retail management system.

Objective: The objective of this course is to develop an insight and understanding of Retail Management.

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% understands the all concepts which includes retail purchasing, pricing, retail marketing and promotion process and key decision areas for effective retail management .	% understands most important concepts includes retail marketing, promotion and key decision areas for effective retail management .	% understands few concepts of the retail management	Have Low degree of association & attempt to identify and summarize the problem accurately.

IX: Scheme of Internal Marks:

Class participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal out of 20	VIVA Out of 20		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),
INDORE**

Lesson Plan

Subject: Indian Ethos in Management

Session: Jan.-June

Class: B.B.A VI Sem

I: Objective of the course:

The objective of this course is to develop an insight and understanding of Indian Ethos in Management

II: Examination:

Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 80 marks, it will have two sections A and B. Section A worth 60 marks will comprise of seven theory questions, out of which a student will be required to attempt any four questions. Section B worth 20 marks will contain a case.

III: Course Outcomes(CO):

- CO 1: To acquaint the students with the concept of Business ethics and Corporate Governance along with its relevance to managerial decision making.
- CO 2: Application of several important concepts and frameworks for moral reasoning to complex ethical issues in different business areas.
- CO 3: To develop an understanding of Indian Ethos and it's universal applicability in human behaviour and management practices or further enrichment of holistic leadership principles and practices.
- CO 4: Provide insights to participants for developing leadership that is socially, environmentally and culturally responsible

IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1

CO / PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2							3
CO 2								3
CO 3							2	3
CO 4							2	3

V:Session Plan:

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	I	Business Ethics	Business Ethics: Introduction	B.N.1/2
2			Business Ethics and Management	B.N.1/2
3			Business Ethics and Moral Obligations	B.N.1/2
4			Corporate Social Responsibility	B.N.1/2
5			Corporate Social Responsibility continued	B.N.1/2
6			Corporate Social Responsibility – case study	B.N.1/2
7			Corporate Governance	B.N.1/2
8			Corporate Governance – Case Study	B.N.1/2
9			Report of the Kumar Mangalam Birla Committee on Corporate Governance	Study Material
10			Role of Media in Ensuring Corporate Governance	Study Material
11			Environmental Concerns and Corporations.	Study Material
12			Environmental Concerns and Corporations – Case Study.	Study Material
CO:1				
LO: Students will be able to understand the nature and purpose of ethics and ethical norms, concept of corporate governance and corporate social Responsibility.				
13	II	Ethical Issues	Ethical Issues related with Advertisement and Marketing	B.N.1/2
14			Secular versus Spiritual Values in Management	B.N.1/2
15			Secular versus Spiritual Values in Management	B.N.1/2
16			Work Ethics	B.N.1/2
17			Stress at Workplace	B.N.1/2
Assignment No.1				
CO:2				
LO: Students will understand the Ethical Issues and dilemma in business and importance of ethical behaviour at the workplace.				
18	III	Relevance of Values in Management;	Relevance of Values in Management	B.N.1/2/3
19			Gandhian Approach in Management and Trusteeship	B.N.1/2/3
20			Social Values and Political Environment	B.N.1/2/3
Assignment No.1				
CO:3				
LO: Students will develop an understanding of relevance of values in management.				
21	IV	Indian Ethos	Indian Ethos - Introduction	B.N.1/2/3
22			Values and Ethics	B.N.1/2/3
23			Case Study	B.N.1/2/3
24			Requisites for Ethics Globally	B.N.1/2/3
Assignment No.2				
CO:4				
LO: Students will gain an insight of Indian Ethos along with its relevance to managerial decision making.				

25	V	Holistic Management	Holistic Management System	B.N.1/2/3
26			Management in Indian Perspective	B.N.1/2/3
27			Management in Indian Perspective – Case Study	B.N.1/2/3
CO:3,4				
LO: Understand the relevance of Indian Ethos for development of a holistic management system.				
28	VI	Social Values and Business	Social Values and Business	B.N.1/2/3
29			Impact on society of different issues	B.N.1/2/3
30			Business participation in cultural affairs	B.N.1/2/3
31			Case Study	B.N.1/2/3
32			Democracy Judiciary Machinery	B.N.1/2/3
CO:2,4				
LO: Students will understand the concept of social values and societal impact of business.				

VI: Reference Book:

1. A.C Fernando, Business Ethics: An Indian Perspective, Pearson Education, New Delhi
2. A.C Fernando, Corporate Governance, Pearson Education, New Delhi
3. R. Nandagopal, Ajith Sankar, Indian Ethos and Values in Management, New Delhi

VII: Note:

1. There will be 4 class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of Indian Ethos in Management.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubric for Internal Assessment
Subject: Indian Ethos in Management
BBA VI Sem

Goal : The goal of this course is to understand ethical issues of marketing and advertising which is an integral part of business, and provide knowledge of Indian ethos and its relevance with ethics and values in business management.

Objective: The objective of this course is to develop an insight and understanding of Indian Ethos in Management

16-20 Marks	11-15 Marks	06-10 Marks	00-05 Marks
__Students	__Students	__Students	__Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% understands the all concepts which includes business ethics, ethical issues related with advertisement and marketing, Indian ethos, Holistic Management System and social values and key decision areas for effective business management .	% understands most important concepts which includes Business Ethics, Indian Ethos & its value and key decision areas for effective management	% understands basic concepts of Indian Ethos in management	% Have Low degree of association & attempt to identify and summarize the problem accurately.

IX: Scheme of Internal Marks:

Class Participation			Internal Assessment		Total 100	Final Internal Marks out of 20
Presentation Out of 20	Quiz Out of 20	Assignment Out of 20	Internal Out of 20	VIVA Out of 20		